MAY 3, 1948

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio & Television

TELECASTING

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April Spots Bring May Flowers

GARDENS FOR 10¢, $1?

THE 1948 Surprise Flower Garden was as popular among WLS listeners as last year—and the year before. Once again, WLS listeners sent more than 100,000 dimes for packets of flower seeds.

We offered the Surprise Flower Garden for only five weeks. We mentioned the offer in the early morning, at noon and at night. 80,881 people responded!* It's significant that during this same period two other flower offers were on WLS. A seed company received 14,216 one-dollar orders for gladiolus bulbs in twelve weeks; in two weeks, 4,301 people sent cereal boxtops and cash for chrysanthemums.

April spot announcements bring immediate response. That's true of any month—or any time of day—on WLS. Ask a John Blair man why our *big* market is filled with *responsive* friends of WLS.

**They're still coming in!*

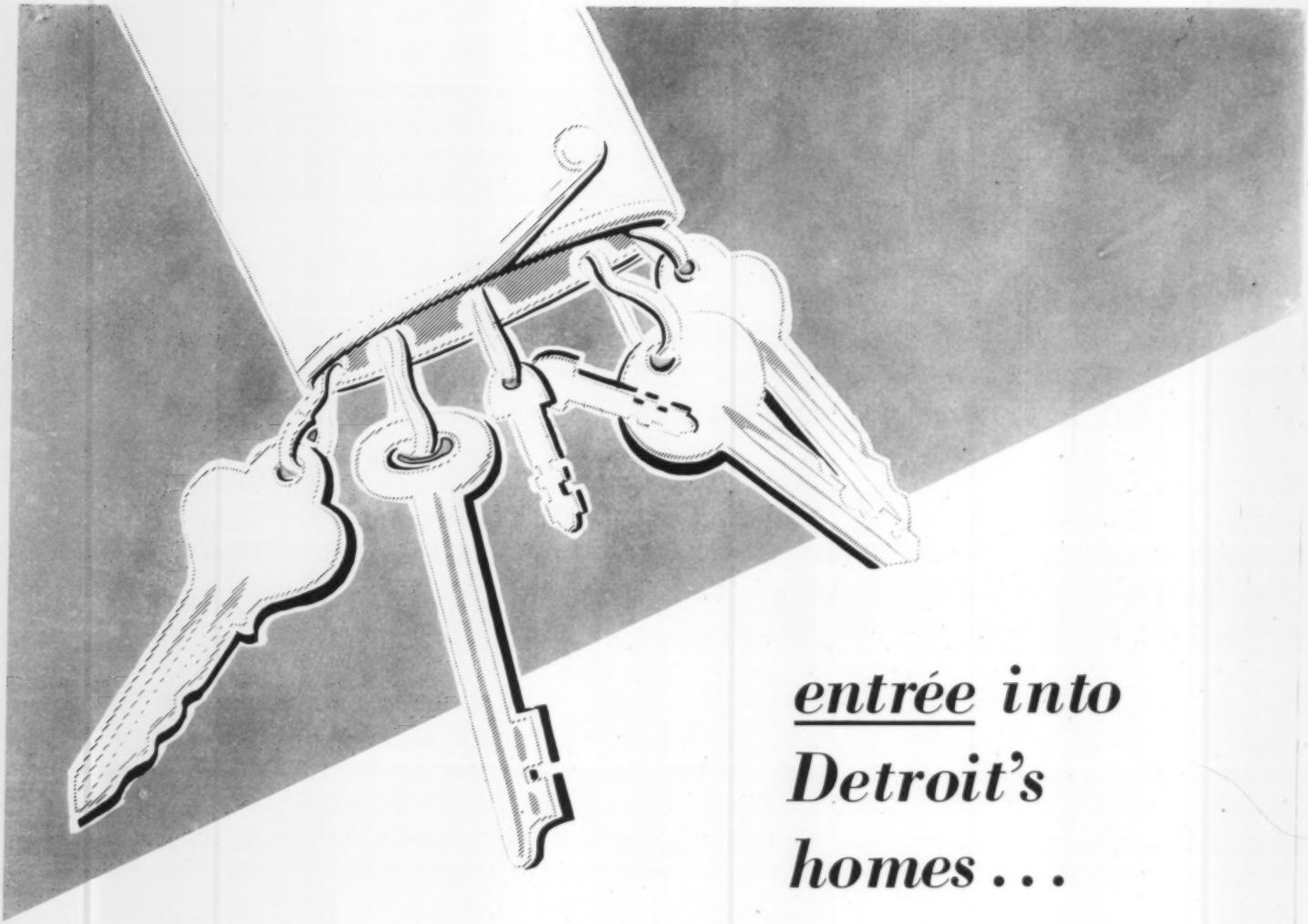
A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

XUM



entrée into Detroit's homes . . .

For 28 years, WWJ - THE DETROIT NEWS has enjoyed a "family relationship" with Detroiters, who have given WWJ the key to their homes, and keep the "welcome mat" out morning, afternoon, and evening.

This is due to WWJ's solicitude for the community's welfare, as evidenced by its continuous Public Service leadership. It is due to WWJ's constant catering to the desires of Detroiters in local programming. And it is due to the wealth of stars available through WWJ's 21-year old NBC affiliation.

The combination of these 3 elements provides WWJ advertisers with an effective economical medium for promotion of products of every description in the multi-billion dollar Detroit market. Through WWJ - THE DETROIT NEWS you gain entrée into the *most* homes—*all the time.*

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

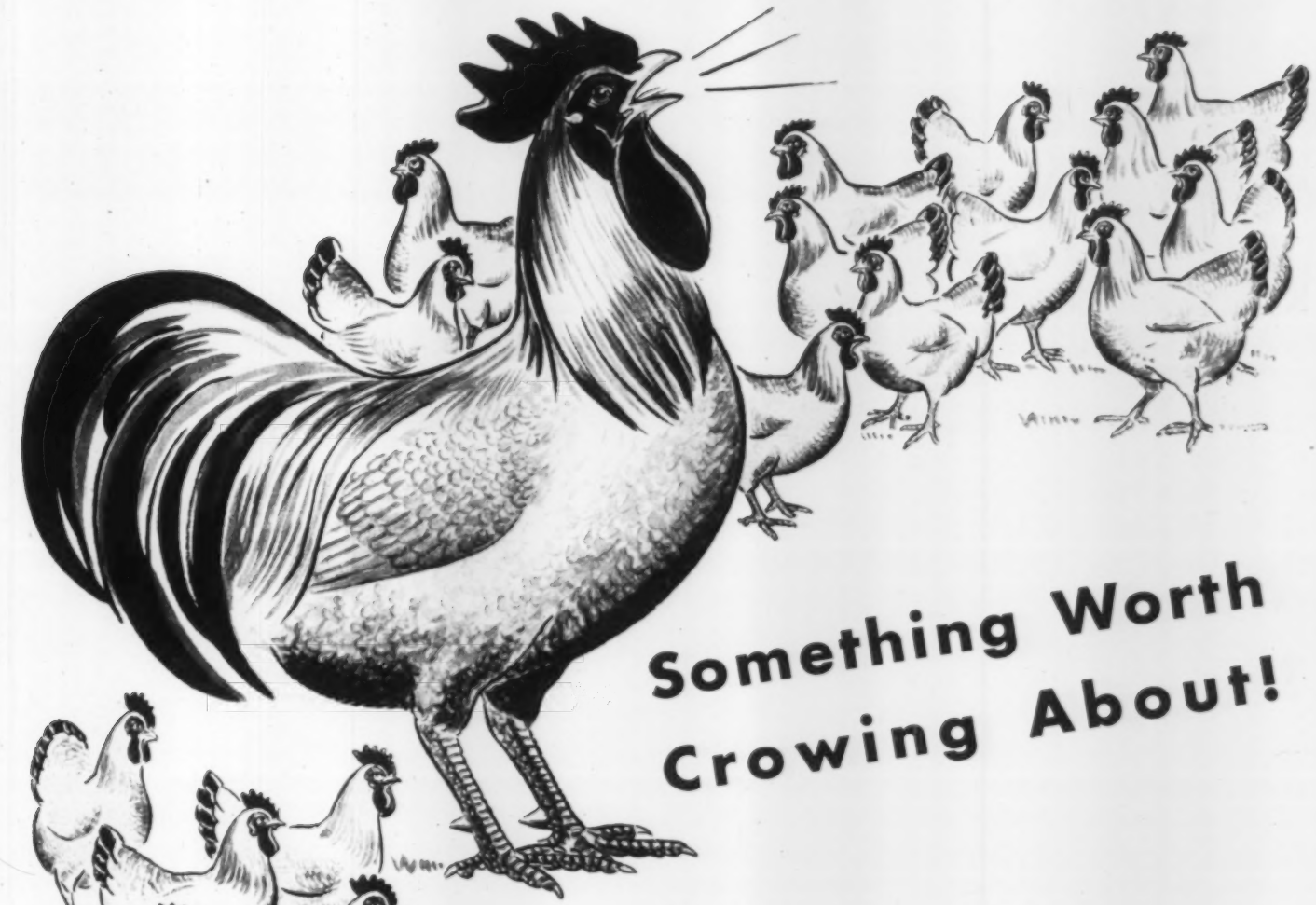
***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—97.1 MEGACYCLES—10.5 K.W.

Associate Television Station WWJ-TV



Something Worth Crowing About!

For sales in New England you need Yankee's flock of 23 home-town stations covering the 23 principal markets where New England sales are made.

Every Yankee home-town station has the prestige of a locally successful enterprise, used by local merchants. It has local acceptance as the source of fine programs, in greatest variety, through its Yankee and Mutual hookups.

When you put 23 of these stations together you have an effective flock to tap New England's high per capita buying power. You have local impact multiplied by 23 — a resulting coverage that reaches 89.4% of New England radio homes.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

QUEST of Sen. Tobey for information on distribution of RCA television sets on "loan basis" may yield several surprises. Biggest probably will be disclosure that White House has had set for more than year [BROADCASTING, Jan. 6, 1947].

GENERAL MILLS considering shift of Kix account only from Dancer-Fitzgerald-Sample because of product-type duplication within agency. Likely choice Tatham-Laird or Needham, Louis & Brorby.

ATHEISM rears at FCC again. WHAM, Stromberg-Carlson's 50 kw outlet at Rochester, given temporary renewal to Sept. 1 last week pending further information on complaint it had refused time to "Free Thinkers" organization. Left-winger Durr reportedly carrying torch and FCC by 3-2 vote (Coy, Durr, Hyde against—Walker, Sterling) declined regular renewal May 1 pending study. FCC cautious because of ruckus over KQW San Jose-San Francisco case wherein it held atheists had as much right to time as theists.

PLANS to form group of high-fidelity independents in major markets to specialize in classical recordings under way on west coast with national representative interested. Calvin J. Smith, general manager KFAC Los Angeles, is moving spirit.

INSIDE tip from FCC source to midwest Senator last week boomeranged. Senator had been notified of FM grant to an interested constitutent. But he got it balled up with three-way parlay AM grants and so notified other constituents. FCC was in quandary, since it hadn't acted on AM cases.

HARRY WITT, assistant general manager CBS western division, most likely candidate for head of network's television operations in Los Angeles following agreement with *Los Angeles Times* as area's visual outlet.

GENE AUTRY, cowboy impresario and owner of KOOL Phoenix, along with interest in KOWL Santa Monica, has TV syndicate ambitions probably involving performance rights on film productions starring Gene Autry.

ABC considering contract television film deal which would provide network with hour of celluloid fare weekly. Pattern of contract similar to NBC agreement with Jerry Fairbanks Productions.

ARTHUR FELDMAN, ex-ABC roving war correspondent and more recently producer of Mutual's *Radio Newsreel*, to be transferred to Washington as Mutual manager, taking over post vacated several months ago by

(*Continued on page 90*)

Upcoming

May 3: NAB District 2, (N.Y., N.J.) Conference, Hotel Roosevelt, N. Y.

May 3-6: CAB Directors Meeting, Royal York Hotel, Toronto.

May 5-6: FM Assn. Region 4 (D.C., Md., Va., N.C.) Statler Hotel, Washington.

May 7: Oral Argument before FCC on political interpretations. WHLS Port Huron, Mich., at Washington.

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 89)

Bulletins

GEORGE BOLAS, formerly with Foote, Cone & Belding, Chicago, has joined Tatham-Laird, Chicago, to head agency's radio department and serve as account executive. George de Beer, former merchandising manager, Foot Products Division, Bauer & Black, Chicago, replaces Mr. Bolas at FC&B.

JACK CARSON, star of his own NBC program, will m.c. May 18 NAB Los Angeles dinner, supported by all-star cast—Eddie Cantor, Harry James, Peggy Lee, Dinah Shore, Dennis Day, Johnny Mercer, Pied Pipers, Victor Young's orchestra.

WWJ-TV Detroit signed network contract with NBC, Harry Bannister, general manager of WWJ WWJ-FM WWJ-TV, announced. Many programs appearing on East Coast network of NBC will be made available to WWJ-TV by films until lines are ready later in year.

FAY DAY, WTOP Washington research director, named assistant manager of research for Radio Sales, CBS subsidiary. He joined CBS-owned capital station in February 1947 after Navy service.

FM'S 500TH?

FM ASSN. proudly announced Friday that number of FM stations had passed 500 mark. However, junior research project will be required to determine which new FMer is entitled to wear mantle. Bill Bailey, FMA executive director, contacting dozen contenders to determine at what moment each made formal air debut. FCC formally recognized approach of 500 mark Friday in letter answering FMA's request that FM permit holders be required to go ahead with stations after getting FCC sanction (see separate story page 90).

Business Briefly

MARX SHOW RENEWED ● Elgin American Division of Illinois Watch Case Co., Elgin, Ill., renews for 52 weeks *You Bet Your Life* starring Groucho Marx on ABC effective Sept. 29 or Oct 6. Announcement supersedes previous report of 26-week contract [BROADCASTING, April 26]. Show took hiatus April 21. Agency, Weiss & Geller, Chicago.

UNION ON ABC ● United Steel Workers of America (CIO) has bought one-time spot on ABC tonight (May 3) at 9:30-9:45 p.m. to present Philip Murray, president of Steelworkers and CIO, in discussion of U. S. Steel's wage and price policy. Agency, Wiltman & Callahan, Pittsburgh.

EVANS PEN SPONSORS ● Evans Pen Corp., Los Angeles (Evanette ball pen), May 7 starts for 13 weeks weekly participation via CBS *Meet the Missus* on KNX Hollywood and 27 coast and mountain stations (Fri., 3:15-3:30 p.m. PDST). Agency, Capka & Kennedy, Los Angeles.

HELBROS REPLACEMENT ● Summer replacement for *Quick as a Flash*, 5:30-6 p.m. Sundays on MBS for Helbros Watches, is quiz show, *What Makes You Tick*, June 6 through September. Agency, William Weintraub, N. Y.

CAMPBELL SHOW TO NBC ● *Double or Nothing*, Campbell Soup show now heard Mon., Fri., 3-3:30 p.m. on CBS, switches to NBC 2-2:30 daily starting May 31. Agency, Ward Wheelock Co.

TV BASEBALL NEWS ● Cunningham Drug Stores sponsoring ten minutes of baseball news on WWJ-TV Detroit preceding twice-weekly telecasts of Tiger home games. Agency, Simons Michaelson. Gobel Brewing Co. sponsors games.

FOOTBALL SPONSORED ● Pontiac Dealers' Assn. of Metropolitan Detroit to sponsor broadcasts of all U. of Mich. football games over WWJ Detroit. Agency, Powell-Grant Inc.

WLAW'S REPRESENTATIVE ● Paul H. Raymer Co. Inc. appointed national sales representative by WLAW Lawrence, Mass.

'BREAKFAST CLUB' M.C.

GARRY MOORE assigned Friday as m.c. of ABC's *Breakfast in Hollywood* to replace the late Tom Breneman (early story, page 50). Mr. Moore continues as m.c. of NBC's *Take It or Leave It* Sunday nights.

AHLERT HEADS ASCAP

FRED E. AHLERT elected to succeed Deems Taylor as president of ASCAP. Election took place at annual board of directors meeting in New York.

BUYING TIME IN MEMPHIS IS LIKE SHOOTING FISH IN A BARREL !

For instance–now available on WHHM is the 4:45 pm to 5:00 pm segment of "BILL GORDON's 1340 CLUB". The latest Hooper station audience ratings show:

WHHM 11.1

Station B ---------- 6.9
Station C ---------- 4.5
Station D ---------- 3.4
Station E ---------- 3.4

Combined ratings of two other Memphis Stations "Plus" others 0.5

FORJOE & CO. Nat. Rep.
Patt McDonald, Manager

WHHM

"Best Music On the Air!"

MEMPHIS, TENNESSEE

The Swing is to WHB in Kansas City

THIS IS THE MONTH!

The merry month of May! Those dynamic new sales-boosting extras WHB has promised are here at last—greater power, a better frequency, increased coverage, full-time operation! After years of planning, months of building, weeks of testing, Kansas City's Dominant Daytime Station goes full-time—and in a Big Way! Watch us swing with—

10,000 WATTS • 710 KILOCYCLES • FULL-TIME

Coverage maps available on request. See your John Blair man and join the Swing to WHB!

WHB — 10,000 WATTS IN KANSAS CITY
DON DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER
Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

ROBERT LEDER, account executive formerly with Booth, Vickery & Schwinn and George Elliot Adv., New York, joins W. Wallace Orr Adv., New York, as account executive and member of radio and TV staff.

WILLIAM TRAVIS, former general manager, WMLO Milwaukee, appointed account executive in charge of radio for Leland K. Howe Assoc., New York.

RUTH ROWLAND, formerly of radio production department, Foote, Cone & Belding, New York, joins Ketchum, MacLeod & Grove, Pittsburgh, as assistant to **WILLARD SCHROEDER**, radio director. She previously was with Federal Radio Education Committee, Washington.

Mrs. Rowland

WILLIAM STOLLOWITZ, formerly with Pedlar & Ryan, New York, joins Doherty, Clifford & Shenfield, New York, as production manager.

WALBETH LUDWIG, formerly with Compton Adv., New York, joins Harry B. Cohen Adv., New York, as comptroller.

CECIL & PRESBREY Inc., New York, acquired additional space in present quarters at 247 Park Ave. to house media (including radio timebuying). Accounting and checking departments located at 218 E. 49th St.

JOHN F. REEDER, vice president and general manager, Walt Disney Productions, resigns to join LaRoche & Ellis as vice president of office to be established in Los Angeles. He remains as member of board of Disney. Firm's advertising will be handled by LaRoche & Ellis.

LESTER JAY, Los Angeles freelance actor-producer, joins J. M. Straus & Co., Los Angeles, as radio director.

GEORGE B. DIPPY, merchandising department manager, Young & Rubicam, New York, named assistant to president, **SIGURD S. LARMON.**

HUGH BROWN, control department of Kudner Agency, New York, transferred to television department.

DAN LAYMAN, vice president and director of Dan B. Miner Co., Los Angeles, May 1 resigned to join Young & Rubicam, Hollywood, as account executive on Hunt's Foods.

ERNEST S. LOVAN and **SCOTT LEONARD**, account executives, and **JOHN H. WELLENKAMP**, treasurer, of Tracy-Locke Co., Dallas, elected vice presidents. **JERRY MOFFETT** resignes from Tracy-Locke, to open own business. He was with agency 17 years, 10 as vice president.

JOHN G. LETHBRIDGE Jr., former account executive, James S. Beattle Co., joins newly-organized Washington office of Robert Lee Miller & Assoc., as vice president in charge agency operations.

CLIFFORD POPPLETON, former vice president of Abbott Kimball Co., New York, named vice president of Lester L. Wolff Inc., New York.

BURTON DURKEE, former national advertising manager for CVA Corp., San Francisco, appointed manager of Detroit office of Swaney, Drake & Bement Inc.

NIEL HEARD, former sales manager for Louis Milani Foods, Los Angeles, joins Smith, Bull & McCreery, San Francisco, as account executive.

MILES A. WALLACH resigned as director of research at Kastor, Farrell, Chesley & Clifford, New York, to open own firm, M. A. Wallach Research, New York.

ALBERT C. LANGER, formerly with Ruthrauff & Ryan, and Federal Adv., both New York, joins Lennen & Mitchell, New York, as service manager.

FRED GARDNER Co., New York, announces, effective immediately, account of Travel Expositions Inc., Chicago and New York, has been resigned.

CHARLES KUDERNA, formerly with McCann-Erickson, and **JOSEPH FERNANDEZ**, formerly with J. Walter Thompson Co., join Mogee-

(Continued on page 85)

WSIX scores again

When a leading food processor introduced a new product, WSIX helped him score again. And many other outstandingly successful food advertisers have used WSIX consistently—not only for special campaigns, but for year in, year out results in Nashville's 51-county retail trade area. Get all the facts from your nearest Katz representative. Let the record show you how WSIX can help build a sales score for you.

5000 WATTS : 980 KC
ABC Affiliate

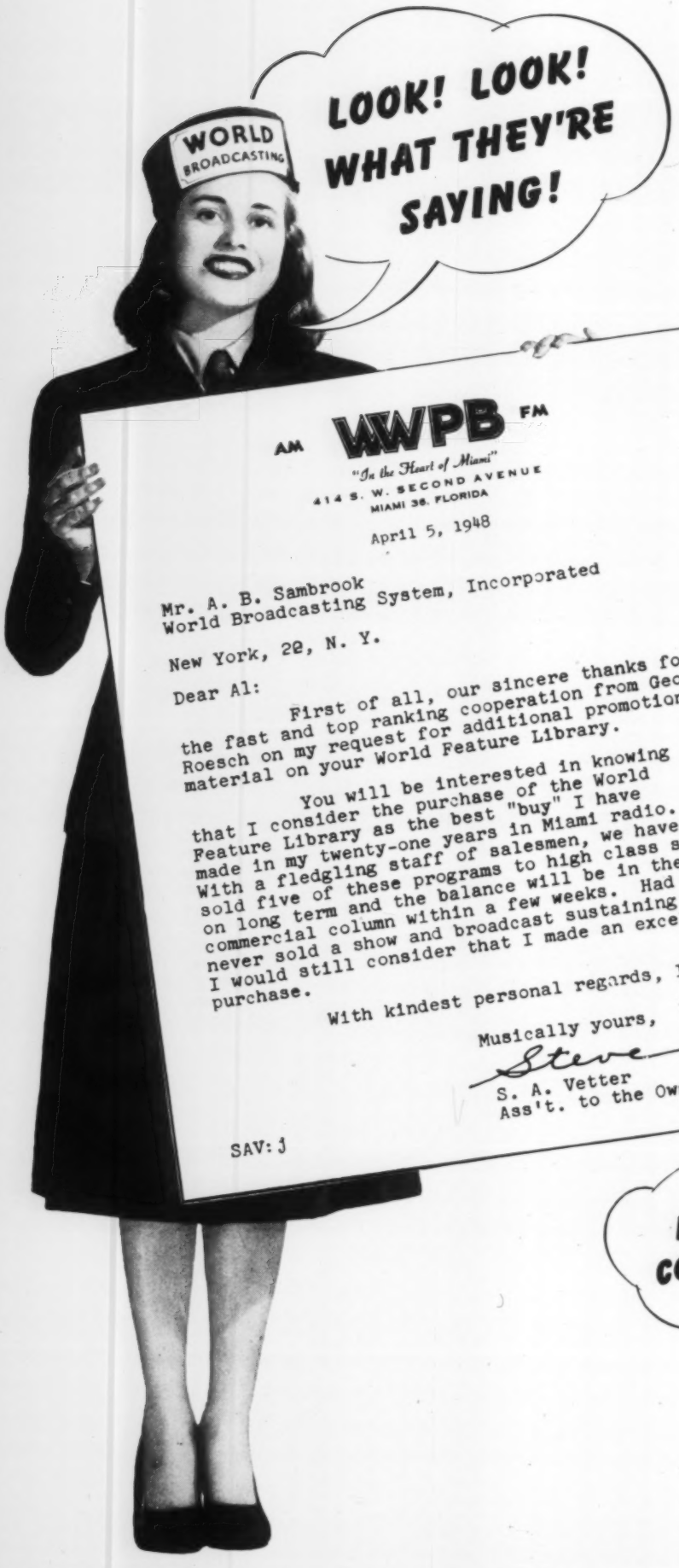
WSIX gives you all three:
Market
Coverage
Economy

National Representative
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

And WSIX-FM 71,000 W 97.5 MC

No doubt!



AM **WWPB** FM

"In the Heart of Miami"

414 S. W. SECOND AVENUE
MIAMI 36, FLORIDA

April 5, 1948

Mr. A. B. Sambrook
World Broadcasting System, Incorporated

New York, 22, N. Y.

Dear Al:

First of all, our sincere thanks for the fast and top ranking cooperation from George Roesch on my request for additional promotion material on your World Feature Library.

You will be interested in knowing that I consider the purchase of the World Feature Library as the best "buy" I have made in my twenty-one years in Miami radio. With a fledgling staff of salesmen, we have sold five of these programs to high class sponsors on long term and the balance will be in the commercial column within a few weeks. Had we never sold a show and broadcast sustaining only I would still consider that I made an excellent purchase.

With kindest personal regards, I am

Musically yours,

Steve

S. A. Vetter
Ass't. to the Owner

SAV: j

"What I have done is to split up the Library cost with the accounts already sold on individual shows, *i.e.* should all our shows or more additional shows be sold, the per program rate would be reduced for each account. . . . At any rate, Pat, the station, as I said, benefits, gains new accounts, and will break even on Library costs; which is to me, fair enough. Optioned already are the 'Hoosier Hot Shots,' 'Polka Holiday,' and 'Chapel Hymns' on a 3-5 and 1 a week basis, in that order."

. . . Mr. M. Baldwin, Manager KTIL

"We're certainly well pleased with the World Feature Library recently purchased from you for WAYB-Waynesboro. As soon as some of my other contractual obligations permit, I want to add it to our Covington station."

. . . Mr. E. M. Key, WKEY

XUM

Today's BEST Radio Buy!

THE WORLD FEATURE LIBRARY!

HERE, in one big money-saving package, are twelve shows that will build audiences for you. Here, on famous World high fidelity transcriptions, are twelve shows that provide top musical entertainment . . . composed of over 1800 15-minute programs . . . and more than 2100 musical units. It's the World Feature Library and it may still be available for exclusive use in *your* market.

LIVELY, INTERESTING SHOWS

EACH one of these features is a musical treat in itself. They're musical novelty shows featuring well-known artists. There's Louis Jordan, the biggest little band in America. There's Western music, Hawaiian music, Polkas, Sacred Music, Latin American, Hot Jazz, Accordion, Guitar, vocal and instrumental novelties. And along with the transcriptions are sparkling, well-written continuities that make these shows flexible . . . suitable for sponsored or sustaining programs.

IT'S ALL YOURS

YOU can get the whole Library — Music and Continuities — in a single package, so that you can *guarantee delivery* to sponsors. You get Features that have been tested and proved on the air. And you get the quality transcriptions that have made World famous . . . the best for either AM or FM broadcasting. Available in lateral and vertical recording.

The World Feature Library is priced within the range of limited budgets and according to market classifications. Write, wire or phone us for full information and prices.

12 BIG SHOWS IN A SINGLE PACKAGE

Each show 156—15 minute broadcasts.

HOOSIER HOT SHOTS
A versatile novelty group with the merry mad melodies that listeners love to hear.

SAGEBRUSH SERENADE
Distinguished cowboy and hillbilly artists with beautiful songs of the hills and prairies.

SONGS OF BEAUTIFUL HAWAII
The very best of native and American Hawaiian music presented by the best artists in their field.

VIBRAPHONIA
Exceptionally pleasing music by the great trios of Dardanelle and Adrian Rollini *plus* Carl Kress.

ACCORDIANA
A glittering array of virtuoso accordion talent with some real audience-getting music.

GOLDEN BANTAM REVUE
A fast moving revue, bushels of fun, with the five top units in the field of musical corn.

CHAPEL HYMNS
The favorite sacred and inspirational music of America with the famous Hamilton Quartet.

JAM SESSION
131 "name" musicians in 25 different groups combined in the greatest jam sessions ever recorded.

A CALL FROM LES PAUL
Smooth, listenable, lulling music by this inimitable group of guitars, piano and bass.

HERE COMES LOUIS JORDAN
Super entertainment made by the "biggest little band in America" and a galaxy of guest stars.

POLKA HOLIDAY
Lively, breath-taking rhythms by those two wonderful Polka bands, Harry Harden and Jack Robel.

FIESTA GRANDE
Ethel Smith, Emil Coleman, Noro Morales, Los Panchos and Carlos Molini make a prize package of Latin music.

SEE US AT N. A. B. CONVENTION IN ROOM 2223, HOTEL BILTMORE, LOS ANGELES

WORLD BROADCASTING SYSTEM, INC.

TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

Chicago	NEW YORK	Hollywood
22 West Hubbard Street	50 West 57th Street	6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec

Telestatus Report

(REPORT 5)

FEBRUARY SPONSORS

RETAILERS, largely dealers in radio and video sets, comprised the largest group of advertisers using television as an advertising medium during February, according to the response of 15 video broadcasting stations active during that month to BROADCASTING'S *Telestatus* questionnaire for February. Of the 215 advertisers reported, 56 were retail dealers, and 20 of the 56 were using television to advertise receivers for sound and sight-and-sound broadcast programs.

Automotive products made up the second largest video advertiser group for February, counting 22 individual clients, again mostly on the local level, with dealers depicting the beauty and performance of their new models to the video public. Food and drink were tied for third place with 13 video accounts each. The beverage advertisers were chiefly brewers sponsoring telecasts of boxing and wrestling matches, although their number includes one importer who used video spots to plug his champagne. The apparel, footwear and accessories was the only other class of advertisers to get into the two-figure column and that only barely, with 10 members of this class using video merchandising for their wares.

Most of the advertising on television in February was confined to a single station or to the stations of a single community. National advertising was represented chiefly by filmed spot announcement campaigns for Lucky Strikes (9 stations), Bulova watches (8), Botany ties (7), BVD's (6), Elgin watches (4), Cresta Blanca wines (3). Ford Motor Co. sponsored sports programs on three video stations and Chevrolets were advertised with a 10-day series of films of the Winter Olympic contests in Switzerland on five stations, plus a newsreel series on three video outlets. Another set of Olympic films was broadcast on WCBS-TV New York for U. S. Rubber Co., which also sponsored two pickups from the National Sportsman's Show on that station in addition to its network sports show on NBC television.

Video network accounts during February, in addition to U. S. Rubber, included 11 other users of NBC's East Coast hookup, plus one on a similar DuMont network. The DuMont client was Kaiser-Frazer Corp., sponsoring *Original Amateur Hour*, a video version of the old Major Bowes sound broadcast series, which topped C. E. Hooper's first television audience study in February in the New York area with a rating of 46.8.

NBC's video clients included: Simon Ackerman Clothes (10-minute newsreel on Friday night); Brown & Williamson Tobacco Co. (five-minute Friday night filmed sports reports, starting as ski news and switching to training camp baseball pictures late in February); General Foods Corp. (*Author Meets the Critics*, half-hour Sunday evening studio show); Gillette Safety Razor Co. (Friday night fights); Gulf Oil Corp. (*You Are an Artist*, drawing lessons); Kraft Foods Corp. (*Television Theatre*, hour-long Wednesday night studio dramatic series); Nash-Kelvinator Corp. (Alma Kitchell's weekly domestic science demonstrations); Oldsmobile Div. of General Motors (ten-minute Sunday night news review on film); R. J. Reynolds Tobacco Co. (*Camel Newsreel Theatre*, Mon.-Fri. ten-minute newsreel preceding the evening's feature entertainment); RKO Radio Pictures (a film trailer for "Tycoon"); Swift & Co. (*Home Service Club*, entertainment plus domestic science, with Tex & Jinx in charge of the half-hour Friday noontime program); U. S. Rubber Co. (*Sportstime*, quarter-hour film show broadcast early Friday evenings before the Gillette fights go on).

TV Advertisers in February By Industry Classes

1.	Agricultural & Farming	0
2.	Apparel, Footwear & Accessories	10
3.	Automotive, Automotive Accessories & Equipment	22
4.	Aviation, Aviation Accessories & Equipment	0
5.	Beer, Wine & Liquor	13
6.	Building Materials, Equipment & Fixtures	6
7.	Confectionery & Soft Drinks	5
8.	Consumer Services	8
9.	Drugs & Remedies	0
10.	Entertainment & Amusements	3
11.	Food & Food Products	13
12.	Gasoline, Lubricants & Other Fuels	7
13.	Horticulture	0
14.	Household Equipment & Supplies	8
15.	Household Furnishings	7
16.	Industrial Materials	0
17.	Insurance	1
18.	Jewelry, Optical Goods & Cameras	3
19.	Office Equipment, Stationery & Writing Supplies	1
20.	Publishing & Media	3
21.	Radios, Phonographs, Musical Instruments & Accessories	7
22.	Retail Stores & Shops	56
23.	Smoking Materials	5
24.	Soaps, Cleansers & Polishers	3
25.	Sporting Goods & Toys	0
26.	Toiletries	3
27.	Transportation, Travel & Resorts	2
28.	Miscellaneous	29
		215

Video Advertisers in February—Part A

(Part B Will Appear May 10 Issue)

Advertiser	Product	Program Title	Station(s)	Program Type	Studio Film	Local Remote or Net	Day & Time	Agency
AAA	Insurance	.....	WWJ-TV	Ann.	S	L	Next to sports	Stockwell & Marcuse
Abbott's Dairies	Milk	.....	WFIL-TV	.....	S	L	2/20-7:35-7:45 p.m.	Richard A. Foley Adv.
Academy Theater	Movies	Inside Hollywood	WWJ-TV	Commentary	S	L	Tue. 7:15-7:30 p.m.	Luckoff, Wayburn & Frankel
Simon Ackerman Clothes	Men's Clothes	Telefilms	WNBT	News	F	NBC	Fri. 10:30-10:40 p.m.	Ehrlich & Neuwirth
Adair's	Retailer	.....	KTLA	Ann.	..	..	.....	.....
Admiral Corp.	Radio, Video Sets	Boxing, Wrestling	KTLA	Sports	R	L	M, W, 8:30 p.m. to conclusion	Cruttenden & Eger
.....	.....	Movie Theatre of The Air	WBKB	Feature Pictures	F	L	Thu. 8-9:30 p.m.	Cruttenden & Eger
Aeolian Co.	Radios	.....	KSD-TV	Ann.	S	L	.....	Direct
Albany Television Headquarters	Video Sets	Styles in Song	WRGB	Musical	S	L	Mon. 9-9:10 p.m.	Argos Adv.
Harry Alter Co.	Household Appliances	Wrestling	WBKB	Sports	R	L	Mon. 8:30-11 p.m.	Malcolm-Howard
American Blower	Areopel Vent	.....	WWJ-TV	Ann.	S	L	Wed., Fri. 4:30 p.m.	Brooke, Smith, French & Dorrance
American Packing Co.	Meat	.....	KSD-TV	Ann.	S	L	.....	Anfenger Adv.
American Television Inc.	School	People in the News	WBKB	News	S	L	Sat. 8:15-8:30 p.m.	Turner Adv.
American Tobacco Co.	Lucky Strike Cigarettes	.....	KSD-TV, KTLA WBKB, WTTG, WRGB WMAL-TV, WFIL-TV WABD, WWJ-TV	Ann.	F	L	5 a week	Foote, Cone & Belding
American Shops	Suits	Boxing	WABD	Sports	R	L	Tue., Fri. 9 p.m. to conclusion	William N. Scheer Adv.
Artophone Corp.	Video Sets	.....	KSD-TV	Sports	R	L	.....	.....
			Audience Participation		S	L		Marjorie Wilten
Atlantic Refining Corp.	Gas, Oil	Basketball	WPTZ	Sports	R	L	U. of Penn home games	N. W. Ayer & Son
Atlas Prager Brewing Co.	Beer	Wrestling	WBKB	Sports	R	L	Mon. 8:30-11 p.m.	Olian Adv. Agency
		Boxing	WBKB	Sports	R	L	Fri. 9-11 p.m.	Olian Adv. Agency
Austin Nichols & Co.	Wine	.....	WABD	Ann.	F	L	.....	Alfred Lilly Co., Inc.
B. T. Babbitt Inc.*	Bab-O	Missus Goes A-Shopping	WCBS-TV	Aud. Part.	R	L	Wed. 1-1:30 p.m.	Duane Jones Co.
Bulova Watch Co.	Watches	Time signals	WCBS-TV WNBW, WTTG, WWJ-TV, KSD-TV WNBT, WPTZ, WTMJ-TV	Ann.	F	L	.....	Biow Co.
Brownstein Louis#	Hendan shirts	Shopping at Home	KTLA	.....	S	L	Tue. 8:15-8:30 p.m.	Mayers Co.
Botany Mills	Neckties	Weather Forecasts	KTLA WBKB, KSD-TV, WABD, WNBT, WPTZ WTMJ-TV	.....	F	L	.....	Alfred Silberstein, Bert Goldsmith
B. V. D. Corp.	Clothing	Weather Forecast	KTLA WNBW, WBKB, WWJ-TV, WNBT, WPTZ	Ann.	F	L	.....	Grey Adv. Agency
F. W. Berens	Finance	.....	WTTG	Ann.	S	L	Monday	James S. Beattie
Brown & Williamson Tobacco Co.	Kool Cigarettes	Basketball	WBKB	Sports	R	L	Sat. 8-11 p.m.	Russel M. Seeds Co.
		Sports Reports	WNBT	Sports	F	NBC	Fri. 9-9:05 p.m.	BBDO
Barry Auto Sales	Used Cars	Bob Smith	WRGB, WPTZ, WNBW WBKB	Musical	S	L	Thu. 7:40-7:47 p.m. Sat. 7:45-7:50 p.m.	Gene Reese Adv.
Martin J. Barry	.....	.....	WMAR-TV	Ann.	F	L	One a week	
Baltimore Salvage Co.	.....	.....	WMAR-TV	Ann.	..	..	Weekly spot announcement	

* Rotating sponsorship. # Participating sponsorship

(Continued on page 88)

THE SUN

A. S. ABELL COMPANY ★ ★ ★ ★ BALTIMORE 3, MD.

WMAR TV & FM

for results in Maryland!

Big news in sponsorship results is being made in Baltimore these days. Here's an example: A telephone survey of television homes made at random on Tuesday evening (April 20) between 9.30 and 10.45 o'clock—while WMAR-TV was broadcasting the pro-basketball playoffs—found 90.8 percent of television sets in use. Of these, 80.5 percent were tuned to WMAR-TV and . . . sponsor identification was 88.3 percent!

Here's the proof:

Television homes called	282
Sets in use	256
Watching WMAR-TV	214
Sponsor identification	188

Of 25 public places polled, *all 25* were watching WMAR-TV!

FLASH!

WMAR-FM is now on the air daily on channel 250 (97.9 MC) with 20 kilowatts of effective radiated power.

Represented by

THE KATZ AGENCY, Inc.

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Example #2

We had a client who was skeptical. He bought Jimmy Scribner's JOHNSON FAMILY and placed it on WIP, 6:15 P.M. across the board. He also bought three programs on other stations and said, "O.K., boys. It's the survival of the fittest." That was back in January, 1941. Today, he has only one program—the same JOHNSON FAMILY at the same time—that makes seven straight years on WIP. We *had* a client who was skeptical.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Fourth issue: Milestones

At Washington Headquarters

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BROADCASTING

Comparative Network Program Schedule

May 1948

...WHERE 99 MILLION PEOPLE GATHER EVERY WEEK

CBS

...and if you want to reach this audience with LOWER PROGRAM COSTS,

see back page of this insert

XUM

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (152)	Quaker Oats Those Websters (478)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Am. Home Prod. Star Preview (126) R
6:45	"	"	Nick Carter (441)	"
7:00	I Love Adventure S	Wrigley Gene Autry (154)	Trimount Sherlock Holmes (241)	Am. Tobacco Co. Jack Benoy (161)
7:15	"	"	"	"
7:30	The Clock S	CPP-Super Suds Blondie (150) R	Mutual Benefit Behind the Front Page (445)	F. W. Fitch Co. Faye & Harris (161)
7:45	"	"	"	"
8:00	Stop The Music S	Wildroot Sam Spade (160)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (150) *
8:15	"	"	"	"
8:30	"	Gen. Motors Man Called X (161) R	Carter Products Jimmy Fidler (201)	Ford Motor Fred Allen (162)
8:45	"	"	Kaiser-Frazer Newscope (350)	"
9:00	Andrew Jergens Walter Winchell (215)	T B A	Co-op Meet Me At Parkys (300)	Sterling Drug Man M-Go-R (150)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Mickey Rooney (161) S	Pharmaco Jim Backus (88)	Sterling Drug Alb. Fam. Music (153)
9:45	"	"	"	"
10:00	"	Escape S	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (47)	Latin-American Serenade S	Philip Morris Horace Heidt (160)
10:45	Music In Velvet S	"		"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
6:30	"	Chicagoans S	"	Sketches in Melody S
6:45	"	F & G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P&G Dreft Beulah (81)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81) R	* Dinner Date	Miles Labs News of World (142)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (151)	Gen. Motors Henry Taylor (445)	Mary Osborne Trio
7:45	"	Campbell Soup Ed. Murrow (150)	Bayuk Cigars Inside of Sports (103)	Pure Oil Co. Kaltenborn (32)
8:00	John Hancock Ins. Co. (87) Point Sublime	Bromo Seltzer Inner Sanctum (150) R	Falcon S	E. I. duPont Cav. of Amer. (147) R
8:15	"	"	"	"
8:30	Sound Off S	Lipton-Lever Arthur Godfrey (149) R	Pharmaco Charlie Chan (262)	Firestone Voice Firestone (139)
8:45	"	" *	*	"
9:00	On Stage America S	Lever-Lux Soap Radio Theater (153)	Carter Products Gabriel Heatter (318)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Sammy Kaye (176) S	"	Quiet Please S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Swan My Friend Irma (147)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	To Be Announced	R. J. Reynolds Screen Guild (160)	Orchestra S	General Electric Fred Waring (160)
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	Frontier to Science S	"	6:15-6:20 Music Leibert 6:20-6:30 S
6:30	"	Chicagoans S	"	Sketches in Melody S
6:45	"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (28)
7:00	Co-op Headline Edition (53) *	P & G Beulah (81)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra S	Miles Labs News of World (130)
7:30	General Mills Green Hornet (160) R	Campbell Soup Club 15 (151)	Kaiser Wendell Noble (437)	Lennie Herman Quintet
7:45	"	Campbell Soup Ed. Murrow (150)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (27)
8:00	Youth Asks the Government S	Sterling Drug Big Town (148) R	Mysterious Traveler S	Philip Morris Call for Music (142) R
8:15	Chr. Sc. Mon. Views the News R	"	"	"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (150) R	Pharmaco, Inc. Official Detective (130)	Lewis Howe Co Date With Judy (150)
8:45	"	" *	" *	"
9:00	"	Gulf Oil We the People (118)	Serutan Co. Gabriel Heatter (209)	Lever Bros. Amos 'n Andy (152)
9:15	"	"	Mutual Newsreel S	"
9:30	Boston Symphony S	De Soto Plymouth Christopher Wells (162)	Greg. Hood S	S. C. Johnson Fibber McGee & Molly (144)
9:45	"	"	"	"
10:00	"	Studio 1 S	Robt. Kilgore S	Lever Bros. Bob Hope (130)
10:15	"	"	"	"
10:30	Let Freedom Ring S	"	Orchestra (251) S	Brown & W'mson Red Skelton (160)
10:45	In the Family (C10)	"	"	"

WEDNES

	ABC	CBS	A
6:00 P.M.	(Not In Service)	Metro Life Ins. Eric Sevareid (22)	
6:15	"	Talks S	
6:30	"	Chicagoans S	
6:45	"	P&G Ivory Thomas (77) R	
7:00	Co-op Headline Edition (53) *	P & G Beulah (81)	Fulto
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (151)	A
7:45	"	Campbell Soup Ed. Murrow (150)	Ba Ins
8:00	Noxzema Mayor of Town (161) R	Stering Amer. Mel Hr (12)	Spo
8:15	"	"	
8:30	Amer. Express Vox Pop (237) R	Chesebrough Dr. Christian (156) R	High
8:45	"	" *	
9:00	Abbott & Costello Co-op	Borden Co. Your Sng and Mine (161)	Carte Gabr
9:15	"	"	Mutu
9:30	Go For The House S	Int. Harvester Harvest Stars (18)	S
9:45	"	"	
10:00	Philco Corp. Bing Crosby Show (240) R	H'schell Finance The Whistler (9)	Opi
10:15	"	"	
10:30	Texaco Texaco Theatre (234)	Presidential Timer S	C
10:45	"	Capitol Cloak Room S	

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (264)	World News John McVane Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Tone Tapestries (250) S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (257)	National Radio Pulpit S
10:15	"	Ballard & Ballard Renfro Valley (136)	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Ref. Ch. Back To God (225)	Words & Music S
11:15	"	Orchestra S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review (188) S	News Hilites S
11:45	"	"	"	Campana Solitair Time (18)
12:00 N	Texas Jim S	Invitation to Learning S	To Be Announced	Bunte Bros World Front-Nws (19)
12:15 PM	Foreign Reporter S	"	"	"
12:30	On Trial S	People's Platform S	Lutheran Hour Dr. W. Maier (326)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	Doorway to Life S	Wings Shirts Wm. Shirer (276)	America United S
1:15	Editor At Home S	"	Mutual Music Box	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (138)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Okla. Roundup S	Ozark Valley Folks (200) S	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (161)	Fred Waring Show *
10:15	"	"	Faith Our Time (142) S	"
10:30	Gen. Mills Betty Crocker (191) R	Manhattan Evelyn Winters (148) Off 5/14	Say With Music Willard's Orch. (190) S	P & G Road of Life (154)
10:45	Curtis Co Listening Post (202) R	Babbitt David Harum (55)	"	P & G Joyce Jordan (152)
11:00	P&G Break Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Co-op Passing Parade Nesbitt S	Toni Co. This Is N Drake (156)
11:15	Kellogg Co Break Hollyw'd (234) R	"	Tell Your Neighbor (160) S	Manhattan Soap Katie's Daughter (157)
11:30	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (49)	Phil Morris Hearts Desire (217)	Prud'tl. Ins. Jack Berch (139)
11:45	West. Elec. Corp. Ted Malone (196) R	P & G Rosemary (60)	"	B. T. Babbitt Lora Lawton (97)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (296)	"
12:15 PM	"	Lever Bros. Aunt Jenny (59)	Serutan Victor Lindlar (116)	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (78)	U. S. Service Bands (243) S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (80)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (91)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A M)	Story Shop S
9:15	"	Ballard & Ballard Renfro Valley (29)	"	"
9:30	"	"	News R Hurleigh (95) S	Mind Your Manners S
9:45	"	Washington Wives S	Practical Gardener	"
10:00	Benj. Moore Co Your Home Beautiful	Red Barber S	Bill Harrington S	Frank Merriwell S
10:15	This Is For You S	"	Misc. Programs	"
10:30	Seeman Bros. Hollywood Headlines (125)	Pet Milk Mary Taylor (139) R	Ozark Valley Folks (200) S	Swift & Co. A. Andrews (161) R
10:45	Saturday Strings S	"	"	"
11:00	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (150) *	Movie Matinee S	Swift Meet the Meek (161)
11:15	"	"	"	"
11:30	The Bosco Co. Land of the Lost (36)	Lever Bros. Junior Miss (163)	Teen Timers, Inc. Teen Timers Club (98)	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theater of Today (160)	Misc. Programs	Barriault Wash. News S
12:15 PM	"	"	Week in Wash. Albert Warner (261) S	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (53)	Proarte Quartet S	Coffee With Congress S
12:45	"	"	"	"
1:00	Luncheon with Maggi & Herb S	Pillsbury Grand Cen. Sta. (130)	Alan Lomax (101) S	Allis-Chalmers Nat. Farm & Home Hour (163)

S

	ABC	CBS
1:30	National Vespers S	Tell It Again S
1:45	"	"
2:00	Around the World (150) S	CBS Is There S
2:15	"	"
2:30	Co-op Mr. President	Jos. C. Harsch S
2:45	"	Elmo Roper S
3:00	Morrell & Co. Lassie (105)	CBS Symphon S
3:15	Almanac S	"
3:30	Sammy Kaye S	"
3:45	"	"
4:00	Tucker Corp Speak Up America (89)	"
4:15	Thinking Allowed S	"
4:30	Farnsworth Met. Opera Aud. (98)	T B A S
4:45	"	"
5:00	Treasury Agent S	Janette Davis Sings S
5:15	"	Hires Co. Here's to You (86)
5:30	Schutter Candy Counter Spy (189)	Electric Co. Carle Comes Calling (157)
5:45	"	"

BROADCASTING

XUM

WEDNESDAY

CBS	MBS	NBC
tro. Life Ins. ic Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
Talks S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
Chicagoans S	"	Sketches in Melody S
P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (32)
P & G Beulah (8)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
P & G Jack Smith (81) R	Orch S	Miles Labs News of World (142)
mpbell Soup Club 15 (151)	To Be Announced	Adrian Rollini Trio
mpbell Soup d Murrow (150)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (34)
Storing er. Mel Hr (170)	Special Agent S	Colg -Palm -Peet Dennis Day (154) R
"	"	"
esebrough Christian (158) R	High Adventure	Kraft Foods Gildersleeve (146) R
"	"	"
rden Co r Sng and ns (161)	Carter Products Gabriel Heatter (318)	Bristol Myers Duffy's Tavern (140)
"	Mutual Newsreel S	"
Hagerstown Stars (169)	Racket Smashers	Bristol-Myers Dist. Attorney (140)
"	"	"
oud Finance e Whistler (6)	Opinion - Aire S	Am. Cig. & Cig The Big Story (162)
"	"	"
esidential Timber S	California Melodies S	Rexall Stores Jimmy Durante (160)
ful Steak Room S	"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	Men & Books S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
"	Chicagoans S	"	Sketches in Melody S
"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (81)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orch S	Miles Labs News of World (130)
Rayve Henry Morgan Show	Campbell Soup Club 15 (151)	Kaiser Wendell Noble (437)	Roosevelt Grill Orch
"	Campbell Soup Ed Murrow (150)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (27)
The Front Page S	P & G Lava FBI (146) R	Revere Camera Revere All-Star Review (52)	General Foods Aldrich Family (143) R
"	"	Background For Stardom S	"
Ellery Queen S	Whitehall Mr. Keen (146) R	Talent Hunt S	General Foods Burns & Allen (145) R
"	"	*	"
General Electric Willie Piper (164) R	Auto-Lite Dick Haymes (160)	Serutan Co. Gabriel Heatter (209)	Kraft Foods Co. Music Hall (144)
"	"	Mutual Newsreel S	"
Candid Microphone S	Toni Co Crime Photog (165)	RFD America S	Sealtest Village Store (93)
"	"	"	"
Child's World S	Hall Brothers Readers Digest (158)	The Family Theatre (269) S	R. J. Reynolds Bob Hawk Show (161)
"	"	"	"
To Be Announced	Campana First Nighter (58)	Dance Orchestra S	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	Report from UN S	"	6:15-6:20 S Music—Liebert 6:20-6:30 S
"	Chicagoans S	"	Sketches in Melody S
"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (81)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra	Miles Labs News of World (142)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (151)	Gen. Motors Henry Taylor (445)	Mary Osborne Trio
"	Campbell Soup Ed Murrow (150)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (33)
Norwich Phar. Fat Man (136) R	General Foods Baby Snooks (152) R	Take A Number	Cities Service Co. Highways in Mel. (82)
"	"	"	"
Equitable Life This Is Your FBI (221) R	General Foods Danny Thomas (150) R	Leave it to the Girls	Colg -Palm -Peet CanYouTopThis? (145) R
"	"	*	"
Bristol-Myers Break the Bank (183) R	P Lorillard Old Gold Show (148)	Noxema Co. Gabriel Heatter (168)	Brown & W'mson People are Funny (165)
"	"	Mutual Newsreel S	"
Pacific C. Borax The Sheriff (191)	Int Silver Ozzie & Harriet (153)	Co-op Informa Please (288)	Sterling Drug Waltz Time (149)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris Phil Baker (146)	Co-op Meet the Press (277)	Contaur Co. Mystery Theatre (141)
"	"	"	"
"	Coca-Cola Spotlight Review (159)	U S Air Forces Tex Beneke	Colg -Palm -Peet Sports Newsreel (70)
"	"	"	Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC	
Ernie Felice Quartet S	News S Don Pryor	Orchestra	News Summary S	6:00 P.M.
Bible Messages S	In My Opinion S	"	Religion in the News S	6:15
Sports, N. Y. (107) S	Red Barber Sports Show S	"	NBC Symphony S	6:30
Communism & One World S	News S Larry Lesueur	"	"	6:45
Melodies, Inc S	Mr. Ace & Jane U S. Army	Hawaii Calls (360) S	"	7:00
"	"	"	"	7:15
Challenge of The Yukon S	Lambert Co Abe Burrows (162) R	Kaiser Wendell Noble (437)	Mars Inc. Curtain Time (130)	7:30
"	Hoagy Carmichael S	Danton Walker Hy Gardner News S	"	7:45
Ross Dolan Detective (207) S	Suspense S	Ronson Metal 20 Questions (241)	P & G Life of Riley (137) R	8:00
"	"	"	"	8:15
General Mills Famous Trials (164) R	"	Stop Me S	P & G Truth or Conseq. (143)	8:30
"	"	"	"	8:45
P&G - Co-op Gang Busters (62)	Joan Davis Show Co-op	Keeping Up With Kids	Am. Tobacco Co. Your Hit Parade (160)	9:00
"	"	"	"	9:15
Wine Growers Murder & Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (160) R	What's the Name of that Song (300) S	Colg -Palm -Peet Judy Canova (143)	9:30
"	"	"	"	9:45
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (78)	Chicago Theatre of the Air (380) S	Colg -Palm -Peet Kay Kyser (141)	10:00
"	"	"	"	10:15
Hayloft Hoedown (107) S	It Pays To Be Ignorant Co-op	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

SUNDAY

CBS	MBS	NBC
Tell It Again S	To Be Announced	Chic. Rd. Table S
"	"	"
CBS Is There S	Air Force Show S	Olmsted & Company S
"	"	"
Jos. C. Harsch S	Co-op Bill Cunningham (210)	RCA Victor Show (162)
Elmo Roper S	Veteran Wants to Know S (150)	"
CBS Symphony S	H. C. Cole Mlng Variety Show (105)	Sheaffer Pen Parade (162)
"	"	"
"	General Foods Juvenile Jury (125)	Stand Brands 1 Man's Fam. (144)
"	"	"
"	General Foods House Mystery (464)	Miles Lab Quiz Kids (148)
"	"	"
T B A S	Wilmsn Candy True Detective (462)	Pillsbury Mills Bob Trout (62)
"	"	Swing - 1948 S
Janette Davis Sings S	D L & W. The Shadow (37)	Ford Motor Co. Ford Theatre (162)
Hires Co Here's to You (86)	"	"
Electric Co. Carle Comes Calling (157)	Helbros Watch Quick as a Flash (366)	"
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (80)	The Happy Gang	Robt McCormick Co-op S
"	P & G Guiding Light (86)	Ralston Purina Cbd. Jamboree (167)	Robt L. Ripley Co-op
Co-op Walt Kierman (47)	Gen. Foods 2nd Mrs. Burton (66)	Ph Morris (221) Miles Lab (167) Armour (229 Int Milling 110)	Gen. Mills Today's Children (140)
Co-op Ethel & Albert (42)	P & G Perry Mason (90)	Queen For Day	Gen. Mills Women in White (138)
Sterling Drug Bride & Groom (201) R	Toni Co Nora Drake St 5/10 (164)	Martin Block S	Gen Mills (2:40 Betty Crocker (138)
"	Manhattan (161) Rose of Dreams 5/17 E. Winters	"	Gen Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Campbell Soup Dble or Noth'g (118)	"	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	"	"	P & G Ma Perkins (146)
Nat. Biscuit Co. Whiteman Club (227)	Gen Elec House Party (161)	Red Hook (31)	P & G Pepper Young (151)
R. J. Reynolds Co. Whiteman Club	" *	"	P & G Right to Hap'ness (150)
Nestle's Prod. Whiteman Club (196)	Armour & Co Hint Hunt (157) R	Robert Hurleigh S	Sterling Drug Backstage Wife (145)
Wesson Oil Whiteman Club (180)	" *	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (145)
Treasury Show S	Winner Take All Co-op	Misc Programs S	Sterling Drug Lorenzo Jones (145)
"	"	Two ton Baker S	Sterling Drug Y. Widder Brown (144)
Co-op Dick Tracy	Robert Q Lewis Show S	Adventure Parade S	Gen Fds When Girl Mar's (77)
Quaker Oats Co Terry & Pirates (204)	"	Superman	Gen. Fds. Portia Faces Life (89)
General Mills Jack Armstrong *	Treasury Bandstands S	Wander Co. Capt Midnight (125)	Whitehall Just Plain Bill (59)
Derby Foods Sky King *	Miles Lab. Lum 'n Abner (128) R	Ralston Purina Tom Mix (464)	Whitehall Front Page Far'l (58)

SATURDAY

ABC	CBS	MBS	NBC
Speaking of Songs S	Borden County Fair (162)	Symphonies for Youth	Ed. Tomlinson News
"	"	"	Report Europe S
Fascinating Rhythm S	Toni Co. Give & Take (160) R	"	Music of the Moment S
"	"	"	"
Hitching Post S	Columbia Country Journal S	Bands or Bonds	Salute to Veterans S
"	"	"	"
Piano Playhouse S	Report From Overseas S	Lionel Hampton	Orchestras of Nation
"	Adv in Science S	"	"
ABC Symphony S	Cross Section USA S	Sports Parade	"
"	"	"	"
"	Stan Dougherty S	Horse Races	Doctors Today Thru 6/12
"	"	Charles Slocum	"
Horse Races Sports Roundup S	Make Way For Youth S	Dance Orch.	First Piano Quartet S
"	"	First Church Christ Scientist (98)	"
News S Treasury Band Show	Horse Racing S	Lone Wolf	Swanee River Boys S
"	Joey Kerns	"	Three Sons S
Melodies To Remember	Saturday At The Chase S	Shotwell Mfg True or False (464)	Dr. I. Q. Jr. Mars, Inc. (40)
RR Trainman Dorothy Fuldheim (98)	"	"	"

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S INDICATES SUSTAINING, R RE-BROADCAST ON WEST COAST.

ABC

CBS

MBS

NBC

BROADCASTING

XUM

During the current winter season . . .

advertisers sponsoring evening half-hour CBS Package Programs

. . . averaged larger audiences* . . . at 40% lower talent costs

than the average sponsored evening half-hour program on any network.

*Whether you read Nielsen or Hooper

New Business

DELICIA CHOCOLATE & CANDY Mfg. Co., New York, using participation spots on *Ella Mason* program over WHN New York, to expand campaign to Philadelphia stations. Calkins & Holden, New York, is agency.

MARSHALL-WELLS Co., wholesale hardware firm with branches in Duluth, Portland, Spokane and Billings, appointed Olmsted & Foley, Minneapolis, to handle West Coast operations. Radio to be used.

JOHN FREIBURG & Co., Los Angeles, appointed to handle advertising for following Los Angeles firms: **Elkeles Co.** (venetian blinds), **Lumidor Co.** (lighting, automotive accessories), **Associated Hollywood and Beverly Hills Laundries**, and **Los Angeles City Dye Works.** All Accounts will use radio.

BRAND & SILVER Inc., New York (Persian lamb furs), appointed Television Adv., New York. Will specialize in radio and television in new campaign; no plans set.

MORTON PRODUCTS Inc., Cleveland (proprietary drug products), appointed Wiley, Frazee & Davenport Inc., New York, to handle advertising; will use radio.

ALPERT'S YARDSTICK Stores, Southern California retail fabric, home decorating chain, April 27 started for 52 weeks five-weekly 15-minute sponsorship, *Make Believe Ballroom* on KLAC Hollywood. If successful, campaign will be extended to other Southern California stations. Agency: Hunter Adv., Los Angeles.

LEO J. MEYBERG Co., San Francisco (Bendix washers), today starts for 52 weeks Hollywood commentary with George Fisher on 13 CBS West Coast stations, Mon-Fri. 4:25-4:30 p.m. Placed direct.

STANDARD BRANDS Ltd., Montreal (Magic Baking Powder), planning three spot announcements Mon.-Fri. during May on number of Canadian stations. Agency: J. Walter Thompson Co., Montreal.

MISSION ORANGE Bottling Co., Los Angeles, May 8 starts, for four-week test, weekly half-hour recorded request show *Ralph Hicks' Teen Agers* on KWKW Pasadena. Show will start regular schedule in fall, if test successful. Agency: Dan B. Miner Co., Los Angeles.

ATLANTIC BREWING Co., Chicago (Tavern Pale), May 6 starts Madison Athletic Club wrestling matches on WGN-TV Chicago, Thurs., 8:30-10 p.m. (CDST). Contract, 22 weeks, through Grant Adv., Chicago.

CALIFORNIA Bill of Rights Committee starts today (May 3) for 16 weeks five weekly quarter-hour *Voice of Bill of Rights* on KOWL Santa Monica. Program currently aired on KSFO San Francisco; to be extended to other California stations. Agency: Cinema Adv., Los Angeles.

ESSO STANDARD OIL Distributors, Charleston, W. Va., April 26 started 54-a-week spot campaign on WTIP Charleston.

DAVIS Motor Car Co., Los Angeles, started 52-week sponsorship on KFWB that city, quarter-hour six-weekly news commentary *Clete Roberts Reports* and quarter-hour weekly *Meet Mr. America*. Agency: Tell America Enterprises, Hollywood.

INTERNATIONAL SILVER Co. of Canada, Hamilton (silverware), started test campaign of one-minute spot announcements in Quebec area for 13 weeks. Young & Rubicam, Toronto, handles account.

Network Accounts • • •

NATIONAL BISCUIT Co., New York, May 6 starts for 26 weeks half-hour weekly dramatic program, *Straight Arrow*, on full Don Lee Pacific Network. Agency: McCann-Erickson, Los Angeles.

CALIFORNIA Physicians' Service renews *California Caravan* for 52 weeks on 12 ABC California stations, effective July 18. Agency: Lockwood-Shackelford Adv.

GEORGE WESTON Ltd., Toronto (biscuits), plans Gilbert & Sullivan opera program starting Oct. 7 for 13 weeks, Thurs. 9:30-10 p.m. on 31 Dominion Network stations. Agency: Harry E. Foster Agencies Ltd., Toronto.

Adpeople • • •

HUGH D. SMITH promoted from assistant advertising manager to advertising manager of Petri Wine Co., San Francisco, succeeding **W. D. SANDERSON**, promoted to sales assistant to president.

MRS. EVELYN DEL BARRIO appointed advertising director, Neiman-Marcus Co., Dallas, succeeding **VIRGINIA SISK**, resigned.

DON'T LOSE YOUR GRIP IN GRAB (Ky.)!

Everybody knows it ain't polite to Grab (Ky.)—but just from the name of this metropolis, alone, you can also probably figure it's kinda silly as well!

The market that counts in Kentucky is the Louisville Trading Area. This one Market does more business than *all the rest of the State*, combined. And WAVE covers it *completely*, without waste, and at a very low rate.

Grab WAVE, Pal, and you've *got* something. Grab *Grab*, and—well, what can you *do* with a fistful of open country, anyway?

LOUISVILLE'S WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

There's a home (or two) in Wyomin' (IOWA)

. . . and it's 5 to 3 the radio is tuned to WMT. (When it comes to giving odds, we're real conservative. Actually our BMB is 97% in Jones County, where the town of Wyoming is.)

Wyoming is a little town. God must love them because he made so many of them. We love 'em too because they loom so large in our total radio audience.* You can reach them on WMT, Eastern Iowa's only CBS outlet, in the midst of Iowa's twin markets—prosperous farm lands and humming industries. Ask the Katz man for full details.

*1,059 towns and cities dot the WMT (BMB) map. 1,131,782 people live within WMT's 2.5 MV line, and a walloping-high percentage listen loyally at 600 K.C.

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Agency Executive Finds 'Broadcasting' Valuable

EDITOR, BROADCASTING:

While I have been a reader of BROADCASTING for many years as program producer, I find it even more valuable to me today.

James D. Fonda
Radio Director
Foote, Cone & Belding
Chicago

* * *

Comment on New Style Is 'Easier to Read'

EDITOR, BROADCASTING:

I wish to state, as the phrase usually goes, that the new makeup of BROADCASTING is a great step forward. I like it. It's business-like and does the first thing that the makeup of a magazine ought to do . . . makes it easier to read.

More power to you!

Joseph Katz
President
The Joseph Katz Co.
Baltimore

* * *

WHEB Manager Gives 'Clears' Coverage Views

EDITOR, BROADCASTING:

I wish that I could congratulate you on your reporting of the current hearing of the Senate Committee on Interstate and Foreign Commerce, but I believe . . . your coverage has been somewhat colored on the Clear Channel side. However, that is simply a difference of opinion and you, of course, are entitled to see it any way you wish. Best wishes.

Bert Georges
General Manager
WHEB Portsmouth, N. H.

* * *

Opening of Agency Well Noticed—Orr

EDITOR, BROADCASTING:

This is just a few lines to tell you how much I appreciate the way you handled the recent announcement of the opening of my agency.

In going over the many letters I have received, about 99 44/100% mentioned the fact that they saw the announcement in BROADCASTING.

Thanks again for your wonderful cooperation, and with best regards, I am.

W. Wallace Orr
President
W. Wallace Orr Inc.
Philadelphia

[Editor's Note: Mr. Orr refers to story in April 19 issue].

* * *

Features of Magazine Draw Compliments

EDITOR, BROADCASTING:

In my radio reincarnation as public relations consultant to Mr. Petrillo and the American Federation of Musicians, I'm back to reading your magazine from cover to cover as in the days when I was a station operator.

As a guy who professes to still have an eye for newsworthiness, typography and general readability, I'd like to tell you that the book bats an easy .999 improvement—and I thought the earlier magazine was a leader in the trade field.

Hal Leyshon
Hal Leyshon & Assoc.
New York

[Editor's Note: Mr. Leyshon is former Pulitzer prize-winning editor of "Miami Daily News" and also doubled in brass as director of its station, WIOD.]

* * *

EDITOR, BROADCASTING:

A word of congratulation . . . . for the excellent job of reporting a very complex and quickly growing subject, namely, television. It is possible that television is one of the big stories of the current year. You have been quick to recognize this and to change the pace and scope of your coverage to follow television's growth step by step.

. . . . I like what you are doing with the layout of your magazine. The changes made to date increase its readability and give it an attractive new look without sacrifice of the familiar features to which we are all accustomed. . . . .

James Nelson
Director
Advertising & Promotion
NBC, New York

* * *

EDITOR, BROADCASTING:

While others have commented on the content of your special market study, we at WKNA feel that an equally important factor is the handy form in which it was presented.

The special section was lifted out of that issue and now is in our files in complete, un-torn form. By saving it and the special studies to come, we hope to build up a library of vital sales case histories and operating data . . .

John T. Gelder
Station Manager
WKNA Charleston, W. Va.

* * *

EDITOR, BROADCASTING:

I just want to take this opportunity to compliment you on the market series as well as the magazine format and the new features of your book.

Howard L. Chernoff
General Manager
WCHS Charleston, W. Va.

EDITOR, BROADCASTING:

May I congratulate you and your staff on the new BROADCASTING.

(Continued on page 16)

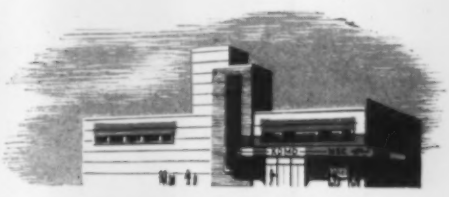
A GREATER VOICE FOR A GREATER MARKET

50,000 WATTS

To maintain and strengthen its traditional role of Leadership—and to keep well ahead of the expanding needs of a fast-growing, prosperous market—KOMO now broadcasts with 50,000 watts. Thus, it gives advertisers even more "Selling Sock". *KOMO sells the market surely, quickly, economically.*

KOMO NBC AFFILIATE

FOR **SEATTLE** **TACOMA** AND THE PUGET SOUND TRADE AREA



National Representatives, EDWARD PETRY & CO Inc • New York • Chicago • San Francisco • Los Angeles • Detroit • St Louis • Atlanta • Boston

XUM

BMI *Pin-up Sheet*

HIT TUNES FOR MAY

A BED OF ROSES (Johnstone-Montei)
NCB THESAURUS—Sammy Kaye
NBC THESAURUS—Willard Young
LANG-WORTH—Hugh Waddill

A FEW MORE KISSES (Patmar)
STANDARD—Buzz Adam

ALL DRESSED UP WITH A BROKEN HEART (Marks)
NBC-THESAURUS—Novatime Trio
STANDARD—Lawrence Welk
WORLD—Russ Morgan
LANG-WORTH—Johnny Thompson

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036
Sammy Kaye—Vic. 20-2652
Hal Derwin—Cap. 481
Snooky Lanson—Merc. 5124

FOOL THAT I AM (Hill & Range—Mutual)
NBC-THESAURUS—Novatime Trio
STANDARD—Rudy Sooter
LANG-WORTH—Airlane Trio

I WANT TO CRY (Excelsior)
CHRIS CROSS—Sterling 4004
SAVANNAH CHURCHILL—Manor 1129
Dinah Washington—Merc. 8082

I WOULDN'T BE SURPRISED (Republic)
NBC THESAURUS—Sammy Kaye

IT'S EASY WHEN YOU KNOW HOW (Pemora)
LANG-WORTH—Lenny Herman
WORLD—Jose Morand

LOVE IS SO TERRIFIC (Mellin)
NBC-THESAURUS—Jumpin' Jacks
LANG-WORTH—Chuck Foster
WORLD—Les Brown

MY PROMISE TO YOU (BMI)
NBC THESAURUS—Manhattan Madcaps

SOMEONE CARES (Campbell-Porgie)
NCB THESAURUS—Novatime Trio

TERESA (Duchess)
NBC-THESAURUS—Music of Manhattan
LANG-WORTH—Lenny Herman
STANDARD—Curt Massey
" Les Paul Trio

TROUBLE IS A MAN (Regent)
Sarah Vaughn—Music. 533
Martha Davis—Dec. 24383
Ginny Powell—Atlantic 860
Hall Sisters—Vic. 20-2396
Mary Ann McCall—Col. 38131

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)
LANG-WORTH—Chuck Foster
CAPITOL—Buddy Cole
STANDARD—Dick Jurgens

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)
WORLD—Charlie Spivak
NBC-THESAURUS—Slim Bryant

Coming Up

CHICKAWA, CHICKAWA, CHILAKEE (Commercial)
GILLY GILLY, WISH WASH (Marks)
LOVE IS FUN (Encore)
LONG AFTER TONIGHT (BMI)
MY GIRL FRIEND JULAYDA (Mellin)
RHUMBA JUBILEE (Amigo)
SERENADE (Music Played on a Heartstring) (Duchess)
SPRING IN DECEMBER (Melodi-Leeds)
SWING LOW SWEET CLARINET (Stuart)
THERE I GO (BMI)
WHO'S GOT ALL THE DOUGH (Alvin)
YOURS (Quiereme Mucho) (Marks)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Open Mike

(*Continued from page 14*)

The magazine is so sparkling that I forget, while I'm reading it, that I HAVE to read it.

I've heard nothing but favorable comments on every phase of your new format, so in being enthusiastic I'm only going along with the tide.

Jo Dine
Trade Press Editor
NBC, New York

* * *

Nebraskan States Views On Clear Channel Issue

EDITOR, BROADCASTING:

Your present issue (April 19) reads like not much change in "clears."

With a more "suitable type propagation" by clears more uniform coverage and smoothing out of "skip areas" would be possible, to benefit of all of us. Then, possibly, less "clears" or power would do the trick. Too much "cloud warming" in present energy-wasting method. Our signals are generally inadequate out here. . . .

If need-be a "clear" transmitter located at least 50 miles from a population center, would place it on a more equal footing commercially with other stations.

Not all papers are daily. Many a weekly "Beantown Bugle" serves. So, too, could stations in small towns, by operating with regular engineering requirements but only 3-6 hours a day using either AM or FM.

Bud Crawford
Broken Bow, Neb.

* * *

WCSI Has Praise For Cooperation

EDITOR, BROADCASTING:

I can't help but note that your fine magazine has given this station absolutely wonderful co-operation. One station could not ask for better co-operation than that which you have given us.

Graeme Zimmer
Promotion Director
WCSI Columbus, Ind.

* * *

Mickel Deplores Bias In Listener Surveys

EDITOR, BROADCASTING:

Recently, all four of the stations in this city ordered a telephone survey . . .

One of the employees of the newspapers with which we are affiliated told me that his next door neighbor had been working on the survey. He said he had seen her work sheets and that she commented on the results . . . . she might possibly have been influenced to favor us because of her friendship with the newspaper man.

. . . . One of the local stations not satisfied with the results, ordered a similar survey to be made by another company. Our station had two listeners report to us that, after they had answered the telephone and reported that they were listening to our station, they were asked—"Are you *sure?*"

My feeling is that the survey companies are at fault; that radio stations, in view of the fees paid, are entitled to an unbiased, fair report; that such things as I've outlined undermine all surveys . . . . we made a very satisfactory showing . . . . but I hate to see such things continue.

A. E. Mickel
General Manager
WGBA Columbus, Ga.

* * *

Read Konecky Book, WSWN Chief Suggests

EDITOR, BROADCASTING:

May I recommend as "must" reading for every broadcaster the wonderfully gibberish writings of one Eugene Konecky intriguingly titled *The American Communications Conspiracy.*

Mr. Konecky makes it clear early in his book that the happy solution to all of radio's ills is government ownership. He points out the shining example set by England, Canada, Russia and "all the new democracies in Europe." Personally, I have never listened to the radio in Russia, as has, I am sure, Mr. Konecky, but I have listened in Canada and in England—and I'll take American radio listening *any* day.

Improve some shining hour by reading the Konecky writings. You'll love it!

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

* * *

Requests VD Editorial For Use in Leaflet

EDITOR, BROADCASTING:

It was with a great deal of pleasure that I read the article "Radio vs. VD," by Erik Barnouw, and your editorial about the series being developed by Columbia U.

. . . . We believe that the article and editorial would make a fine one-page leaflet.

J. R. Heller, Jr.
Chief, Venereal Disease Division
U. S. Public Health Service
Washington, D. C.

[Editor's Note: Delighted to give permission. It's a worthy cause and we're glad to lend our name to its support.]

* * *

Give 'Yes' a Rest, Alabaman Suggests

EDITOR, BROADCASTING:

. . . Looking for ways to make commercials less painful? . . . whenever a commercialsmith is at a loss for a word he falls upon "yes" as though it had never before been heard.

Frank Craighead
Mobile, Ala.

KSTP TV IS READY!

NOW ON THE AIR COMMERCIALLY IN THE IMPORTANT MINNEAPOLIS–ST. PAUL MARKET . . .

Ready-

★ **FOR OUTSIDE TELECASTS**
3 Mobile Units (one is a large Studio operation).
3 Image Orthicon Cameras.
2 Microwave Transmitters and Receivers.

★ **FOR STUDIO SHOWS**
3 Orthicon Cameras.

★ **FOR FILM AND SLIDES**
2 Iconoscopes.
16 mm strobo-light projector equipped for over 140 minutes continuous projection.

★ **FOR SILENT MOVIES**
Latest type Bell and Howell camera with complete lens complement.

★ **FOR STILL PICTURES**
Leica with complete lens complement.

★ **FOR SOUND PICTURES**
Single System Berndt-Bach auricon camera with full lens complement.

★ **FOR FILM PROCESSING**
Huston Speed Developer.

On April 27, 1948, KSTP-TV began full commercial operation with its 571 foot tower . . . the highest structure in the Northwest. Over 3,000 television receivers are already in operation. KSTP-TV men, with more than nine years video training are making Northwest television history.

Nation's First NBC Affiliate

REPRESENTED BY EDWARD PETRY & CO.

The Twin Cities' Market is Ready!

KSTP-TV
MINNEAPOLIS-ST. PAUL

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
NBC AFFILIATES
STEINMAN STATIONS

Feature of the Week

LAYING an educational trap for the nation's No. 1 killer—rheumatic fever and heart diseases—are Mr. Terry (standing) and (l to r seated) Mr. Roberts, Dr. Bouslog, and Mr. Wager.

* * *

JOINING FORCES with the Colorado Medical Society, KLZ Denver, has declared all-out war on Public Health Enemy No. 1—rheumatic fever and heart diseases.

As a combat vehicle KLZ is utilizing a new series of public service shows on heart diseases entitled *Knave of Hearts*. The first of the series, prepared by KLZ staff members from authenticated data supplied by Dr. John S. Bouslog, president of the state medical society, and fellow doctors, was presented May 2, by the CBS affiliate.

Medical circles offered more than

(Continued on page 80)

On All Accounts

AS radio director of Roche, Williams & Cleary Inc., Chicago, Phil Stewart is a "natural."

He was well-grounded in the fundamentals of radio when he joined the RW&C staff in 1942, having served in network announcing capacities for the better part of a decade.

Phil's dulcet-toned voice could easily be identified even today by any avid follower of the Wayne King orchestra which graced the network air waves from 1930 to 1938. The program began . . . "This is the Lady Esther Serenade. . ."

Born in Glasgow, Scotland, in 1903, Phil came to the United States when he was 17 and soon found himself heading a musical combination in vaudeville. In 1928, while in Chicago, he struck an acquaintanceship with WCRW ("The Gold Coast station"), and accepted an offer to handle announcing duties and turn platters at $30 a week.

PHIL

In time he was weaned away by KYW, then located in Chicago. Listeners heard the famous Stewart voice dignify the instrumental efforts of such favorites as Rex Maupin and his "Aces of the Air" and later Jules Herbuveaux, present NBC program manager.

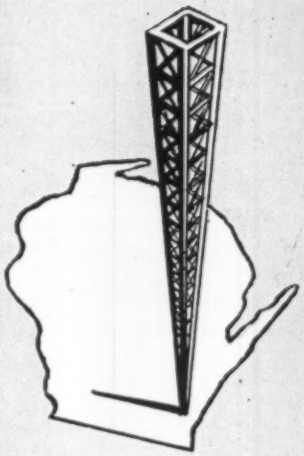
Hired as an announcer for the Wayne King show in 1930, Phil terminated his KYW association. The King program enjoyed tremendous success in the 30's, expanding at one time to five stints on three networks, and the suave-voiced Scotsman became identified as Mr. King's personal announcer.

In 1938 Phil went to the West Coast where he launched programs of his own. His best known, *Dealer in Dreams*, was aired on CBS' Pacific Coast hookup.

Turn of the '40's found Phil back in Chicago—but soon inclined to another field. He

(Continued on page 80)

Dominant
SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

There's a lot more to it than this...

In fact, there's a complete story behind this picture. The man is a Weed & Company representative. He's almost always welcome wherever he goes . . . Why? There's a lot to it that doesn't show in a receptionist's friendly smile.

There's training and timing, associations and experience . . . There's a lot of knowledge backed up by a lot more hard work. Basically . . . there's the fact that he never wastes time. He means business . . . he talks business.

He *knows* specific markets like the back of his hand and he *talks* effective coverage in them. He *knows* how to get maximum results from every penny you spend for advertising . . . he *talks* Spot Radio.

Spot Radio is a highly complicated as well as a highly profitable medium. The expert knowledge required to use it correctly makes Weed and Company service indispensable to any radio advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

XUM

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Vol. 34, No. 18 WASHINGTON, D. C., MAY 3, 1948 $7.00 A YEAR—25c A COPY

NO RADIO CENSUS?

May Be Excluded in 1950

By J. FRANK BEATTY

THE 1950 decennial census, showing the number of people in the U. S. as well as where and how they live, probably will not reveal any facts about radio set ownership, it was learned last week at the Bureau of the Census.

Highest officials at the bureau, as well as business advisors on whom they rely heavily for guidance, disclosed that the chances radio will be dropped are "very great."

These reasons are cited:

● Set ownership is so near the saturation point that a nose count won't show anything significant.

● There isn't any demand for the figures.

● The 1940 census was too complicated and the Bureau, facing higher costs, wants to cut down the size and cost of the job, now estimated at over $100,000,000.

Since the Bureau started the vast task of winnowing out proposed questions it has been subjected to powerful campaigns from hundreds of groups and industries. Yet in the year-and-a-half of conferences, it has received only "a few" letters from the entire broadcasting industry, as well as related industries, requesting that the 1950 Census show how many homes have radios.

Recalling the insistent efforts by broadcasters to have radio set questions in the 1930 and 1940 census counts, bureau officials appear convinced that there isn't any point in spending the million or more dollars entailed in asking the question in 1950.

Though conceding the rapid growth of television, and its potentialities, bureau executives declare hardly any requests have been made for information on TV. One research group has asked for a breakdown on AM, FM, TV and shortwave receivers but this involves critical technical problems, it was indicated.

Mr. Capt

J. C. Capt, Director of the Census, told BROADCASTING there seems to be almost a saturation of broadcasting receivers. He said it is "wasteful just to find out what you know already."

"The 1930 decennial census showed approximately 12,000,000 radio families, or about 40% radio ownership," Mr. Capt said. It was obvious to the Bureau during the next decade that set ownership was increasing rapidly. The Bureau was confronted on all sides with requests for a 1940 enumeration.

"After all, we naturally are influenced in selecting 30-odd questions for the population count and another 30 for the housing study on the demand for the information as well as its usefulness to the nation as a whole.

"The 1940 enumeration showed roughly 29,000,000 occupied homes with radios, or 83% ownership. A sample study in 1945 disclosed 34,000,000 radio dwellings, or 90% ownership."

"If broadcasters, advertisers and other groups believe a radio set question should be inserted in the 1950 enumeration, the Bureau will welcome their ideas.

"Great pressures are exerted for information ranging all the way from the number of flatirons in American kitchens to the number of blonds, redheads and brunettes.

"In 1930 the first radio set question merely consisted of a brief radio line with space for the enumerator to write the letter 'R' if the family had a receiving set. In 1940 the enumerator asked if there was a radio in the dwelling unit, 'Yes' or 'No.' However the 1940 question appeared in a separate Housing Census.

"The Bureau already has an appropriation of roughly $2,700,000 for preparatory work in 1949 fiscal year. Legislation providing for a 1950 housing enumeration is pending in the House Committee on Post Offices and Civil Service. It has already been passed by the Senate (S-1950).

"Another bill (HR-6208) before the same committee provides for quinquennial business and manufacturing censuses in 1949 and 1954, spreading the Bureau's work load. A similar bill has been passed by the Senate (S-554). Many marketing, advertising and business organizations appeared in behalf of this legislation.

"An organization like the Census Bureau which serves no special cause but which produces a great quantity of statistics on a take-it-or-leave-it basis, is at a serious disadvantage in competing for funds with regulatory and programming agencies which have specific functions to perform.

KEY to most radio set ownership studies for two decades has been the U. S. Census Bureau decennial data. Based on 1930 and 1940 nose counts, these figures are widely accepted. They have been revised from year to year from projection formulas prepared by private agencies with the counsel of Census Bureau experts. Indication that the Bureau may drop radio from the 1950 census raises critical problems involving the reliance that will be placed on figures not derived from house-to-house enumerations.

"In making appropriations, legislators are naturally influenced by the vigor of the expression of need for the services under consideration. It is only natural that the wide variety of basic statistics which the Census Bureau produces —and which are taken for granted like air and water—will not stir

(Continued on page 70)

SHEPPARD BILL

Hits Networks Owning Outlets

By RUFUS CRATER

STATION and network properties worth more than $150,000,000 would be forced onto the market for sale under a bill introduced last week by Rep. Harry R. Sheppard (D-Calif.) to divest national networks of station ownership and limit use of network programs.

The bill (HR-6373), which even its author expected to be toned down, and for which other legislative observers held out little chance of enactment, would:

• Prohibit ownership of stations by national networks.

• Prohibit ownership of either networks or stations by manufacturers of equipment used in station construction or operation.

• Forbid stations to devote any two consecutive hours to network programs, limiting them to "every other or alternate hour."

• Define a network as two or more stations linked for simultaneous broadcast — a definition which, industry observers noted, is the same as that insisted upon by several radio unions.

Rep. Sheppard, making his first venture into the field of radio legislation in 11 years in Congress, conceded that "much compromising" probably would be done, and did not appear concerned over the likelihood that there would be no action on the measure this session.

Next Session Possibility

He said he did not intend to press for immediate consideration and that if Congress adjourns before action is taken, the bill will be reintroduced at the next session —by himself if re-elected in November, by someone else if he is defeated.

The 63-year-old Democrat, retired businessman and former committeeman of the Brotherhood of Railroad Trainmen, insisted that the bill originated with himself alone and that he had not discussed it with any representatives of the radio industry or with any of his Congressional colleagues. He said he purposely "made it long" to encourage thorough discussion of all of its ramifications, and that he was not seeking early action because he wanted to be "fair" and give opponents time to prepare their case.

Rep. Sheppard, from Yucaipa in San Bernardino County, said he was motivated solely by his belief as an "attentive" radio listener that public service broadcasts are diminishing and commercial programs increasing. He said that in his view "public necessity" is one of the cardinal principles of the Communications Act

(Continued on page 38)

HIFAM

Radio Service for Non-Radio Towns

By LARRY CHRISTOPHER

A FREQUENCY-SAVING, economical and "very satisfactory" broadcast service for small non-radio communities was envisioned as a practical reality last week by Sarkes Tarzian, consulting engineer and operator of experimental station W9XHZ Bloomington, Ind. The system, a method of high-frequency AM broadcasting, is called HIFAM.

The HIFAM proponent stated the system is not new, others having experimented with it for many years and even before introduction of FM, but that it now has been placed on a practical, economical basis. It is an adaptation of what formerly was known as "apex" or high-fidelity high-frequency broadcast transmission, which gave way a decade ago to FM in the same frequencies.

Mr. Tarzian appeared all day Wednesday before FCC Hearing Examiner J. Fred Johnson to report on the experimental work of W9XHZ, which has been operating on 87.75 mc with 200 w and AM emission since May 1946. He told the Commission:

- HIFAM requires only a 10-kc channel (to FM's 200 kc) to deliver a relatively static and interference-free signal to a community area.
- A $5.95 converter makes any AM receiver adaptable to HIFAM.
- Combination standard band-HIFAM sets can be made to retail for $29.95.
- HIFAM can be received on FM sets, too.
- HIFAM receivers are stable; "tired" components do not cause distortion as in aging FM sets.
- The economic factor aids the broadcaster, with a HIFAM station costing about $12,000.

'Not a Competitor'

Mr. Tarzian told BROADCASTING he did not consider HIFAM a competitor to any method of large-city, high-power broadcasting—AM or FM—but rather as a workable, low price service for those small towns which do not have a local station or adequate nighttime service. He estimated he could provide a good radio service with HIFAM to several thousand small communities in the U. S., Canada and Mexico with a 400-kc band divided into channels of 10 kc each.

Some quarters last week had expressed considerable concern that HIFAM would only "muddy the waters" of the FM controversy to an even greater extent, or that it was just more snipe-shooting at an industry problem already settled.

At the hearing on W9XHZ progress, Commission Counsel David S. Stevens indicated the proceeding

(*Continued on page 72*)

FCC POST

More Are Mentioned To Succeed Durr

PRESSURE is building up for appointment by President Truman of a successor to Clifford J. Durr, Alabama Democrat, who retires June 30 after a hectic seven-years, but there were no indications last week that the Chief Executive had reached a decision.

Aside from the "merit" promotions within the FCC which automatically crop up, there were reports that a number of Senators are being urged to support another "practical broadcaster," to supplement Chairman Wayne Coy. There was the unconfirmed report that Senator McFarland (D-Ariz.) a member of the Interstate Commerce Committee, recommended an un-named Arizona broadcaster when he called on President Truman last Friday.

Lacking confirmation also was the report that Edward Cooper, communications expert of the Senate Committee, and a prominent figure in radio legislation for the last decade, might be in the running. His friends had urged his appointment on two recent occasions. He is a Montana Democrat, and a former newspaperman. The Congressional Reorganization Act, which prescribes that professional staff members of Congress may not be employed by other governmental agencies until a year after their separation from Congress would preclude his appointment unless amended in the interim.

Chairman Coy has not yet discussed the vacancy with the President, so far as is known. Nor has he talked with Brig. Gen. Telford Taylor, former FCC general counsel, who has just returned from Germany, where he was chief prosecutor at the Nazi trials, General Taylor, now technically on leave from the FCC, has been incommunicado since his return to the states.

Acting Chairman Charles W. Tobey (R-N.H.) of the Senate Committee, was a White House visitor last Wednesday.

After a 15-minute visit with President Truman he told newsmen he could not comment. President Truman, at his news conference last Thursday, likewise declined comment on the visit, neither confirming nor denying that it related to the FCC vacancy or to the Johnson anti-clear channel bill or Mr. Tobey's plans for an investigation of TV and FM allocations and patents [BROADCASTING, April 26].

Merit promotions within the FCC for the Durr vacancy also are mentioned. These include Benedict P. Cottone, general counsel; Acting Chief Engineer John A. Willoughby, and Chief Accountant William J. Norfleet [BROADCASTING, April 26]. Because they could retain their present posts until confirmed, these officials would have nothing to lose in the event the Senate Republican majority did not confirm them.

Drawn for BROADCASTING by Sid Hix

"President? Naw, he's running for the FCC vacancy."

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Fibber Heads List In Six-Month Poll

Benny Second and Hope Third In Fall-Winter Ratings

THE *Fibber McGee & Molly* show was top-ranking program in the "Hooperade of Stars," a calculation of program popularity for six months of the 1947-48 fall-winter season, C. E. Hooper Inc. announced last week.

Fibber McGee & Molly topped programs not only in its own category—variety—but also in all others. Its average Hooperating was 27. Jack Benny was second with 26.1 and Bob Hope third with 24.3.

The rank in the variety category last year was Bob Hope, first; *Fibber McGee & Molly*, second, and Jack Benny third.

Other program categories and the three leading programs in each in order of their rank, follow:

Plays—Radio Theatre, 25.2; Screen Guild Players, 15.7; Theatre Guild on the Air, 11.8.

Evening Dramatic Skits—Amos 'n' Andy, 23; My Friend Irma, 19.1; Life of Riley, 16.2.

News Commentator—Walter Winchell, 22.2; Louella Parsons, 12.2; Drew Pearson, 10.8.

Mystery—Mr. District Attorney, 19.3; Big Town, 14.6; This Is Your F.B.I., 13.9.

Male Singer—Music Hall (Al Jolson), 19.0; Bing Crosby, 16.9; Supper Club (Perry Como), 9.4.

Audience Participation—Truth or Consequences, 22.3; Take It or Leave It, 15.6; Bob Hawk Show, 14.6.

Variety, female star—Judy Canova, 14.6; Fannie Brice, 13.4; Joan Davis Show, 6.4.

Evening Popular Music—Your Hit Parade, 15.9; American Album of Familiar Music, 12.1; Manhattan Merry-Go-Round, 11.8.

News Reporter—Johns-Manville News, 11.3; Monday Morning Headlines, 8.1; Lowell Thomas, 7.7.

Quiz Expert—Can You Top This, 9.5; Quiz Kids, 7.8; Twenty Questions, 7.4.

Female Singer—Supper Club (Jo Stafford), 9.7; Pause That Refreshes on the Air (Jane Froman), 6.1; Family Hour (Rise Stevens), 5.9.

Concert Music—Voice of Firestone, 8.6; Telephone Hour, 8.6; RCA-Victor Show, 6.5.

Children's Program—Lone Ranger, 10.7; Let's Pretend, 6.0; Jack Armstrong, 4.0.

Daytime Dramatic Skits—One Man's Family, 8.5; Stars Over Hollywood, 8.0; Theatre of Today, 7.8.

Weekday Serial—Our Gal, Sunday, 7.9; Ma Perkins, 7.8; Big Sister, 7.6.

(*Continued on page 71*)

XUM

NAB CONCLAVE

Plans Not Halted by Rail Strike Threat

NAB is going ahead on a convention-as-usual basis despite the threat of a nationwide rail strike May 11.

Encouraging word from air transport sources about the ability of airlines to meet a rail emergency has eased somewhat the early fears about possible cancellation of the mid-May Management and Engineering Conferences and corollary events.

Important gap in the May 17-18 Management Conference program was filled Thursday with acceptance of an invitation by Charles G. Mortimer Jr., vice president of General Foods and chairman of the board of the Advertising Council.

Mr. Mortimer will address the Monday luncheon session and has been invited to take part in an industry panel discussion if his travel arrangements permit. His luncheon talk will deal with work of the Advertising Council, emphasizing the prestige the council's work has given all media and the contribution to public and semi-public causes by broadcasters.

Speakers for the Tuesday afternoon panel, "Broadcasting—Horizons Unlimited," have not been announced though all but one or two spots have been filled.

The NAB code came into the open again as a pre-convention topic when Edward Breen, KVFD and KFMY Fort Dodge, Ia., an NAB director-elect, circulated member stations with a petition for a By-Laws referendum designed to take away the board's authority to adopt the Standards of Practice.

'Nobody Wanted' Code

On the thesis that the board has "a bear by the tail," Mr. Breen says "nobody wanted it (the code) at Atlantic City." He added, "Nobody wants it today."

He asks members to bring their "fighting clothes" to Los Angeles, contending "some 90%" of the members aren't satisfied with the code's "new look."

Small stations still get the same "funny business," he says in objecting to the quarter-hour basic time classifications of "big stations that have a steady run of network programs from early morning until late at night."

"If they insist on measuring it that way," Mr. Breen wrote, "let's also measure it by the day and night and request that one hour out of every two or two-and-a-half in the morning, in the afternoon and in the evening be devoted to simon-pure sustaining programs. I'm sure that Mr. Big doesn't want that, nor do I, but neither do I nor many others want his telling me how commercial I can be in any quarter-hour, nor who my sponsors shall be, especially when I know that in the overall picture our stations are far less commercial than his."

A leading foe of the code at the Atlantic City convention, Mr. Breen later participated in an industry survey designed to show the extent of code opposition [BROADCASTING, Nov. 17, 1947]. In his current letter he charges the By-Laws were designed to make amending a difficult process. He explains, however, that approval of his petition "will remove from the board the power it now has, not only to set up a code but also to appoint a czar to enforce it." He explains that while it is too late to get a petition ready for board action in May, the petition would be helpful to the board in its deliberations.

Questions he desires to submit to a referendum vote are:

Shall the By-Laws of the NAB be amended by striking all of Paragraph 3 of Section 1 of Article VI, to-wit: "The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable."

Shall the Certificate of Incorporation of the NAB be amended by striking all of Paragraph 3 of Section 8, to-wit: "The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable."

NAB had no official comment on Mr. Breen's letter, other than to suggest that the board naturally would study carefully any expression of views by the membership. The code is slated for discussion at the Monday afternoon management session.

Pocket-size reprints of the latest version of the code are being printed by NAB in quantity for use of delegates at Los Angeles.

With the convention only a fortnight away, C. E. Arney Jr., secretary-treasurer, was operating from his temporary headquarters in the Los Angeles Biltmore, convention site. Scheduled to leave Wednesday of this week for Los Angeles are these members of the headquarters staff: Everett E. Revercomb, assistant secretary-treasurer; Robert K. Richards, director of public relations; James Dawson, Dept. of Information; Jessie Basnight, secretary, Engineering Dept.; Helen A. Fruth, secretary to President Justin Miller; Donald S. Farver, auditor. Arthur C. Stringer, in charge of the exhibits, left Friday.

Judge Miller leaves this week, stopping at the U. of Arizona to receive an honorary degree. A. D. Willard Jr., executive vice president, will leave next week.

Registration Increases

Advance paid registration for the Management Conference totaled 565 Thursday night, with final registration of 800 to 900 anticipated. Advance registration a fortnight prior to the Atlantic City convention in September was about 1,000.

Advance registrations totaled 156 for the Engineering Conference May 20-21, with well over 200 expected to attend. This number may be swelled by registration of managers during the management sessions.

Hotel space in the Biltmore, Ambassador and Town House has all been reserved, it was learned.

The transportation problem was causing concern at NAB headquarters last week, with hope that airlines would help out in case of a rail strike. The Air Transport Assn. told BROADCASTING the lines could add extra flights in case of an emergency and take care of a great deal of additional traffic. They noted, however, that they will be under pressure everywhere to supply space.

Rail Crisis

Persons worried about the rail crisis were advised to get air space as early as possible. Handling of the NAB convention traffic diverted from rails would not be a great burden, ATA added. With DC-6 planes coming back into service "very fast," ATA said additional equipment is available for an emergency. Transcontinental lines will have most of their DC-6's back by mid-May, it was explained.

New entertainment event on the convention week agenda is a Santa Catalina trip for women, starting at 8:45 a.m. May 19. The event was arranged by P. K. Wrigley and the Santa Catalina Co.

CARE Praises Radio

COMMENDATION to broadcasters for "generous contributions of time and talent" in aiding deliveries of CARE packages to Europe was expressed in a letter to NAB President Justin Miller by Paul Comly French, executive director of CARE. The letter referred to work of members of the Assn. of Women Broadcasters. An outstanding example cited was the *People Are Funny* program, which collected $100,000 in four weeks.

TV WAGE

6-Month Agreement Reached

A SIX-MONTH agreement establishing wage scales for musicians in television performances was reached last Thursday in New York by major networks and James C. Petrillo, president of the American Federation of Musicians.

Rates set in the agreement covered all phases of television music and were as follows:

For local television originations, two-thirds of major-station local AM rates for staff work and for single engagements and rehearsals.

For network television originations, three-fourths of prevailing AM network rates in all cases.

For duplicated AM-television programs each musician will receive the prevailing AM rate plus $7.50 for each sponsored program on television and $3.75 for each sustaining television program.

A further provision is that if any musician now employed on staff for AM work is assigned to television broadcasts, he will continue to receive full AM scale. Musicians employed on television staffs must be paid the pro-rated difference in scale for each day of AM work in case they are assigned to it.

An additional $3 fee was set for musicians "called in for costuming or makeup," according to an announcement from Mr. Petrillo, but they "must be called within one hour prior to the telecast or dress rehearsal. The men are to furnish tuxedos and business suits as required."

Single Use

The union agreed that filmed records of live video performances "may be made for file purposes and for . . . single use over any station which is affiliated with the network at the time of the original telecast." Other uses of television film were not covered by the agreement. Discussions in this field will continue.

The AFM agreed that no additional wages must be paid musicians in remote television pickups in which "music is incidental." Sports events, parades, political conventions fall into this category.

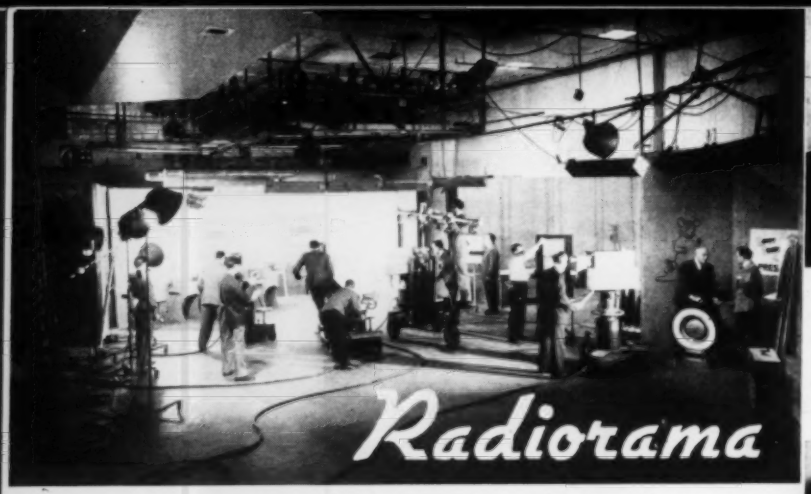
In all other remote television broadcasts, however, such as "concerts, symphonies, operas, musicals from theatres, taverns, hotel dance bands, etc., the rates will be set by the federation," the announcement said.

The agreement became effective May 1. Mr. Petrillo announced the arrangements would be "reconsidered" next October "in the light of developments."

In announcing the agreement, the union president described the television wage situation as "one of the most difficult . . . I've ever faced."

"Our problem was to set a decent wage scale without hampering the progress of an infant industry," he said.

Official comment from the networks was not forthcoming.



Radiorama

OVER-ALL VIEW of NBC's new television studio 8G in the RCA building shows four cameras covering two separate sets at once. Three cameras at rear pick up a rehearsal, while camera at right prepares to go on the air with a second show.

WNBC New York purchases spots on WCTC New Brunswick, N. J. promoting WNBC's salute to city. L to r: Schuyler Chapin, WNBC promotion; Derry Berry, WCTC sales; James Howe, WCTC president.

"CATERPILLAR" Diesel electric standby motor protects the KLZ Denver transmitter against power failure with assurance of 40 to 60 kw. KLZ engineers are (l to r) Warren Lockyear, George Boltz, Ed Clinkenbeard.

ARRANGING for Shell Oil's sponsorship of two daily newscasts on KTHT Houston are Shell representatives (l to r, seated) Hugh Mulvaney, Marion Gray, Ed Lier, Eric Boswell. Standing are Bill Bennett, manager, and Jack Edmunds, program director of KTHT, and John Heiney, J. Walter Thompson.

CONTRIBUTION of $1,575,000 from "Truth or Consequences" listeners is presented Dr. A. R. Barnes (r), president of American Heart Assn., by Ralph Edwards (l) m.c., and William Werner, Procter & Gamble.

VAUGHN MONROE (l) is interviewed by Ed Reimers on WBEN-TV Buffalo experimental telecast. Mr. Monroe "sang" mutely while his recording of "Matinee" was played. WBEN-TV "T-Day" is in late spring.

LLOYD YODER (l), KOA Denver manager, gives NBC M.C. Art Linkletter a ten-gallon Stetson to wear on Denver visit.

MOVIE STAR handless veteran Harold Russell (l) is interviewed on WHLI Long Island by Announcer David Platt.

AIR FRANCE traffic manager, Pierre Rousselle, bids WTIC Hartford's Jean Colbert "Bon Voyage" at airline's first Boston-Paris flight.

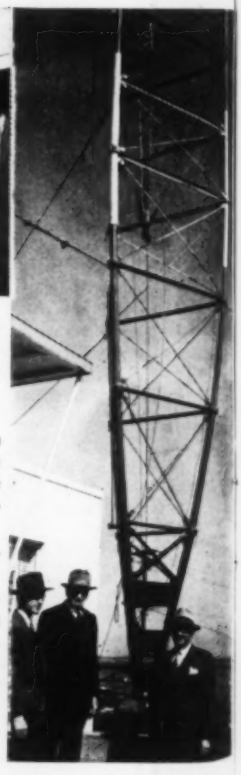
IN NEW YORK celebrating Paris opening of Harriet Hubbard Ayer salon (l to r) Ralph Lewis, Ayer president; Bill Paley, CBS board chairman; Charles Luckman, Lever Bros. president.

P&G CONTEST winner Allan Loomis (r, seated) gets Chevrolet on 63d birthday. Standing: Edwin Hinkle, WTBO Cumberland program director; Harry Tracy, P&G. Seated, left, Henry Price, C. of C.

BROADCASTING from train's "Astra-Dome," Jack Bennett (center), KWK St. Louis interviews Harry L. Blair (r), General Motors. KWK Technician Ken Hildenbran is at left.

AROUND 936-ft. tower of KOCY-FM Oklahoma City are (l to r) Royden Freeland, chief engineer; John Thomas, president; M. H. Bonebrake, manager.

JOHN GILMORE, president, New England School of Radio Broadcasting, for third year signs "New England School of the Air" on WICC Bridgeport, as Joe Lopez, WICC, observes.



ABCers attending L. A. Ad Club 20-years-in-radio luncheon include (l to r); Sid Stevens, Hollywood audience promotion director; Byron Nelson, salesman; Sid Goodwin, producer; Georgia Fuller, auditions; Carl Lorenz, engineer. Group totals almost 100 years in radio.

XUM

TOBEY

Sharp Tongued Senator Rose Through Ranks

By JOE SITRICK

RADIO appears headed for another sweeping Congressional investigation—this time into patents, cross-licensing, allocations, FM and TV—with RCA, NBC and FCC the main subjects under scrutiny.

The initiating force is Sen. Charles W. Tobey (R-N. H.), who rose from an $18 a week bank clerk in 1903 to become one of the most powerful and high-ranking legislators in the land. How he achieved that height and what makes him tick as he does is a story in itself.

The varied occupations of the Senator's early days gave little indication that he would some day be at the helm of two important Senate Committees — Banking & Currency and Interstate & Foreign Commerce. In the former he has jurisdiction over all financial matters including prices, rent, housing, etc., while in the latter, he is concerned with all legislation affecting commerce, including communications, transportation and allied fields.

Was Bank Clerk

From his inauspicious beginning as a bank clerk, he shifted to working on a farm in 1903 and acquired a chicken business before leaving that field in 1916 to enter the investment banking business in which he later became prominent. To add variety, he spent some time in the insurance business and later served as president of a shoe company in Manchester.

His political history began in 1915 when he was elected to the New Hampshire House of Representatives. He was later re-elected in 1919-20 and 1923-24, serving as speaker in the 1919 term. He served as president of the state senate in 1925-26 and was elected governor in 1929-30.

The Senator's venture into national politics began in 1932 when he was elected to the U. S. House of Representatives. He was re-elected to the following two Congresses and in 1938, he succeeded in winning a Senate seat. He was re-elected in 1944 for a second term which ends Jan. 3, 1951.

Sen. Tobey is a long-time opponent of monopolies and has always been interested in the patent procedures and policies of any or all industries. He has often championed unpopular causes in the Senate, frequently against the party line. In fact, Republican conservatives regard him as "even more of a New Dealer than Claude Pepper," and a traitor to the GOP traditions.

He is a consistent nonconformist with an independent mind and a scalpel-edged tongue. With Oregon's Wayne Morse and Vermont's George D. Aiken, he forms what has been termed the "liberal" GOP bloc of the Senate. The left-wing New York newspaper *PM* has called him "a courageous and far-sighted Republican Senator."

He has not always been such a "liberal," however. Back in the pre-World War II days, he was a dyed-in-the-wool isolationist. He even opposed the 1940 census as a "snooping attempt" by the War Dept. to obtain information on mobilization.

With the advent of the war and under the pressure of criticism from constituents, however, he made a complete about face and has since been known as more of an internationalist.

But regardless of his other feelings he has always fought monopolies and their "fat lobbyists with round heads and round bottoms."

His first public entry into the radio limelight was his violent opposition to former FCC Comr. Thad Brown in 1940. Comr. Brown denied an accusation of Sen. Tobey that he (Comr. Brown) had been involved in a New York night club escapade with RCA as his host. The denial angered Sen. Tobey and he launched an investigation of FCC and RCA policies.

When Comr. Brown was nominated by the late President Roosevelt for another term, Sen. Tobey bitterly opposed the appointment and as a result it was shelved by the committee. Comr. Brown died a short time later.

Sen. Tobey acquired a renewed interest in radio about the time he became acquainted with Maj. Edwin Armstrong, FM inventor, a few years ago. Since that time, he has taken up the Major's oft-repeated charges that FM had been sidetracked and pushed around and that television belongs in the upper bands.

The New Hampshire Republican looks with jaundiced eye on the FCC black and white vs. color decision, reached during Charles Denny's tenure as FCC chairman, and favored by RCA, NBC and others. Moreover, he has frequently pointed out that Mr. Denny is now employed by NBC for a "high salary."

Followed White

Since Chairman Wallace H. White Jr. (R-Me.) became ill and he assumed the acting chairmanship of the Commerce Committee, Sen. Tobey has taken a greater and greater interest in radio matters. His attendance was almost constant at the recent Johnson Bill hearings and he was a frequent and persistent questioner.

The coming inquiry will probably start off with high RCA officials, who will most likely be asked a host of questions about patents, FM, television and general company policy. It may delve into any matters which happen to arise, since under the Legislative Reorganization Act, a standing committee may investigate anything under its jurisdiction at any time. Tentative date has been set for May 12.

Sen. TOBEY

The Senator was the main figure in the fight against President Truman's appointment of Edwin Pauley to a Navy post. This angered the President and he wrote Sen. Tobey a stinging letter on which he scrawled across the bottom, "Come and see me!" To which Sen. Tobey replied, "Who does he think I am—Mae West?" But he doesn't carry grudges and he has since been on the President's side many times, notably in the battle for confirmation of David Lilienthal.

The Senator is a staunch prohibitionist, and until recently he used to raise a glass of water before making a speech and acclaim it as the "best of potations."

He is a deeply religious man and draws inspiration from the Bible. During debates, he often quotes passages from Scriptures and from famous poetry. He is one of the top showmen in the Senate.

He is a widower with four children, but that is soon to be changed. The Senator is engaged to a retired Washington, D. C. schoolteacher who has three children by a previous marriage. The couple applied for a marriage license last week, but the date of the wedding is still being kept a secret.

RADIO PROBE

Full-Scale Investigation Scheduled May 12

FAR-REACHING investigation of radio by Acting Chairman Charles Tobey (R-N.H.) of the Senate Interstate Commerce Committee is scheduled to get underway May 12, it was learned last week.

Plans for the probe, which promises to be a full-scale one looking into allocations, regulations and patent ownership, were first revealed by Sen. Tobey in a surprise maneuver April 23 [BROADCASTING, April 26].

At that time, immediately following the closing testimony on the Johnson Bill (S-2231), Sen. Tobey swore in Raymond Guy, NBC manager of radio and allocations engineering, and fired at him a barrage of questions and charges about RCA actions and policy.

Unable to Answer

The NBC executive, however, was unable to answer many of the policy questions and Sen. Tobey demanded that RCA send "somebody who knows" to a subsequent hearing which he would schedule.

Sen. Tobey had planned to call the session earlier, but a crowded committee schedule and the necessity to grant sufficient time so that top-level witnesses could make plans to appear were believed to be the factors involved in determining the date.

On other legislative matters of radio interest, it was pretty much status quo. The Johnson Bill was discussed at a closed session of the Senate Commerce Committee on Thursday, but was not reported out.

The reason, according to the author, Sen. Edwin Johnson (D-Col.), was that printing of the recent hearings was not yet completed. He stated that the bill would be pushed "as quickly as possible."

During the course of the session, Chairman White reportedly told Sens. Tobey and Johnson that although he wasn't "enthusiastic" about the bill, he would not hold up action on it by the committee.

Bills providing for uniform time, and legislation to regulate advertising of liquor, on which hearings were held a fortnight ago [BROADCASTING, April 26], were not discussed at the Thursday session.

Any or all of the above matters could be considered at further closed sessions scheduled for Wednesday and Thursday of this week.

Gets State Dept. Post

EDWARD W. BEATTIE Jr., veteran of 15 years with United Press, has been appointed head of the news operation of the State Dept.'s International Broadcasting Division, according to an announcement last Thursday by Asst. Secretary for Public Affairs George V. Allen. Mr. Beattie will headquarter in New York, where he will direct all news operations for the "Voice of America."

FARM EDITORS

Washington Is Scene Of 3-Day Clinic

RADIO farm directors comprise a powerful force in American rural life, they were told last week at a Tuesday-through-Thursday clinic held in Washington under auspices of the Dept. of Agriculture.

Winding up the three-day session at a Thursday luncheon, most of the directors left for Columbus, Ohio, to take part in a series of meetings in connection with the Ohio State U. institute.

Addressing the final luncheon, W. R. Ogg, director, Washington office, American Farm Bureau Federation, called radio farm directors "one of the most potent if not the most potent agency for dissemination of information to farmers."

In a similar vein Russell Smith, Washington representative of the National Farmers Union, said "there isn't anything more important than radio to farm people. More farmers listen to radio than read newspapers. I don't believe the FCC people realize that." Mr. Smith suggested 50 kw stations should be moved from congested areas to rural sections so they can reach more people. He feared superpower might lead to monopoly.

Prior to the start of the sessions a subcommittee of the National Assn. of Farm Directors met with Harold Fair, NAB Program Dept. director. Mr. Fair discussed plans to produce an NAB program manual, asking the subcommittee to aid in preparing the farm chapter. Subcommittee members taking part were Layne Beaty, WBAP Fort Worth, chairman; Charles Worcester, WMT Cedar Rapids, NAFD president; Herb Plambeck, WHO Des Moines.

Information Sources

Sources of agricultural information were considered at the three-day meeting. Specialists of the Dept. of Agriculture discussed their operations and answered questions. Arrangements were handled by Ken Gapen, head of the Department's radio service; Dana Reynolds, in charge of operations; Tom Noone, television specialist, and Joe Tonkin, extension radio specialist.

Among those attending the meetings were:

Frank Atwood, WTIC Hartford; Phil Alampi, WJZ New York; Burnis Arnold, Oklahoma A&M; Linwood Brofee, WCSH Portland, Me.; Clair Banister, Texas A&M; Roy Battles,WLW Cincinnati; Charles L. Brown, WBOW Terre Haute; Layne Beaty, WBAP Fort Worth; Joe Bier, WOR New York; Richard Cech, Ohio State U.; Robert B. Child, Rural Radio Network, Ithaca, N. Y.; Frank Cooley, WHAS Louisville;

Bill Drips, NBC; Bill Diamond, American Feed Mfg. Assn.; Nieves Diaz, Puerto Rico Extension Service; Phil Evans, KMBC Kansas City; Charles Eshbach, New England Radio News Service; Charles Farmer, WLAP Lexington; Stanley Flower, PMA Radio, New York; Mal Hansen, WOW Omaha; Cecil D. Herrell, State College, N. M.; Larry Haeg, WCCO Minneapolis; Roger Harrison, WBZ Boston; Howard Hass, WHO Des Moines; W. M. Harding, Canadian Dept. of Agriculture;

C. W. Jackson, KCMO Kansas City; Arnie Johnson, WTHI Terre Haute; Amos Kirby, WCAU Philadelphia; Edd Lemons, WKY Oklahoma City; Don Lerch, CBS Washington; Ted Leeper, WPTF Raleigh, N. C.; Miguel E. Lopez, Puerto Rico Extension Service; Gordon Loudon, WWL New Orleans; John Merrifield, WWJ Detroit; Homer Martz, KDKA Pittsburgh; John McDonald, WSM Nashville; George Michael, WROW Albany; Chris Mack, WNAX Yankton, S. D.; Joe McQuay, WWVA Wheeling, W. Va.;

Lane Palmer, N. C. State College; Herb Plambeck, WHO Des Moines; Tom Page, WNBC New York; Jim Romine, WSB Atlanta; George Round, U. of Neb.; Murrell Rapp, Dorothy Rapp, WCOM Parkersburg, W. Va.; Robert H. Rumler, duPont; Sam B. Schneider, KVOO Tulsa; Maynard A. Speece, U. of Minn.; Jerry Seaman, Bert Gittins Agency, Milwaukee; Paul Seabrook, S. C. Extension, Clemson; Hal Totten, WGN Chicago; Virginia Tatum, CBS Washington; F. P. Taylor, WSTV Steubenville, O.; Dave Thompson, Grocery Mfrs. of America; Charles Worcester, WMT Cedar Rapids; Marshall Wells, WJR Detroit; Ben Werk, WKRC Cincinnati; Dale Williams, Iowa Extension Service; Robert B. White, ABC Chicago; Gary Wiegand, KSTP St. Paul; George A. Van Horn, U. of Mass.;

Robert Behrens, Campbell Soup Co.; Jessie Buffum, WEEI Boston; Dean Husyon, WHO Des Moines; Tom Johnston, Purdue U.; Will Peigelbeck, WNJR Newark; Richard Kathe, WGAR Cleveland; Robert Miller, WRFD Worthington, O.; Elvon Orme, KSL Salt Lake City; Russell Park, WLS Chicago; Grant Ritter, WCLO Janesville, Wis.; Gene Shipley, WIBW Topeka; George Soule, duPont.

FOUR LEADERS in the field of agricultural broadcasting get together with Clifton A. Woodrum (center), president of the American Plant Food Council, principal speaker at a luncheon given by the council Tuesday in honor of the National Assn. of Radio Farm Directors at Washington's Carlton Hotel (see story, this page). L to r: Phil Alampi, WJZ New York; Bill Drips, NBC; Charles Worcester, WMT Cedar Rapids, Iowa, NARFD president; and Don Lerch, director of agriculture, CBS, Washington.

TV '47 RECORD

Far Ahead of Auto Industry—Mahony

A LEADING national advertising executive believes that the infant television industry did better in 1947—its first year out of swaddling clothes—than the automotive industry did in its tenth year. He is M. F. Mahony, vice president of Maxon Inc., New York.

Mr. Mahony expressed this view before 178 radio and television leaders attending a three-day joint meeting of the Radio Manufacturers Asso. (engineering department) and the Institute of Radio Engineers held in Syracuse April 26-28.

Talking as an ad man to technicians, he pointed out that retail sales in television's first big year totaled almost $100,000,000, and thereby exceeded automotive sales in the tenth year of the horseless carriage. From this he drew a conclusion that television would in time become one of the nation's top economic factors.

Mr. Mahony

Speaking at a dinner meeting of RMA-IRE April 28, Mr. Mahony also envisioned a new type of retail store in the future, growing out of the use of television. He called it a telephone store, in which housewives will see through television the merchandise exhibited in stores and then will place their orders by telephone.

In another major address, given April 27, radio engineers were urged to think in terms of working for the good of all people to make their communities a better place to live and work. This new social evaluation of an engineer's duties was presented by E. Finley Carter, vice president of Sylvania Electric Products.

Another talk that attracted much interest was made by A. L. Durkee of Bell Telephone Laboratories on "Broad Band Microwave Relay System Between New York and Boston." He said much progress was being made in the experiment. But added that at present no conclusions can be drawn as to whether microwave relays or coaxial cables will provide the answer to television's No. 1 question.

And in connection with microwave relaying another speaker forecast a bright commercial future for Klystron tubes. He was Coleman Dodd of the Sperry Gyroscope Co.

ALLIED CLINIC

Stores' Radio Personnel Crowd N. Y. Meet

ALLIED STORES radio personnel from all parts of the U. S. were familiarized with industry policies, problems and techniques at a three-day radio and television clinic last week in the New Yorker Hotel, New York. Walter Dennis, radio and television director of Allied, was in charge of the sessions.

Speaking the opening day, April 28, Lee Hart, retail coordinator of NAB, stressed the value of "letting in" employes and department buyers on their store's radio advertising.

Howard P. Abrahams, sales promotion division manager of the National Retail Dry Goods Assn., declared that "radio produces best" when it repeatedly reflects the character of the store, promotes strongest departments, services or items, if used continuously, and promotes other advertising media.

Akron Speaker

Projecting the idea of reflecting the store's character, Marguerite Zahrt, radio director of A. Polsky Co., Akron, Ohio, stated sincerity, imagination and enthusiam should be instilled in radio advertising. She outlined her store's schedule, which calls for about seven and a half hours of broadcast time for 27 weekly programs, on the basis of 52 weeks. Varied musical shows, a women's program, a teen-age series and news are scheduled to appeal to all classes of radio listeners, she said.

In citing a stunt in which the store's telephone number was repeated consistently on the air, she said that telephone orders tripled in a few weeks, and showed a 200% increase over the previous year. Using records on musical shows and advertising them as being available at Polsky's was another "successful" promotion, Miss Zahrt said.

Radio advertising "strengthens and supplements our other advertising media," she said. She also stressed cooperating with store buyers in buying and advertising operations.

Clinic members were guests of ABC at a luncheon meeting Thursday noon at Toots Shor's, with Harold Day, sales manager for the network's cooperative program department, in charge. Mr. Day listed advantages of participating in co-op programs on the network, saying they "fulfill a dual purpose . . . of selling goods and building goodwill and prestige."

Tom Connolly, assistant manager of CBS program sales, advised the radio directors to pick a program with constant promotion possibilities, when he spoke at a session Thursday afternoon. He added that store's programming

(*Continued on page 66*)

PHILCO AWARD

TV Demonstration Is Success

TELEVISION programs were produced and delivered simultaneously in the same spot for the benefit of 750 highly-receptive members of the Sales Managers' Assn. of Philadelphia during their 37th annual dinner April 27. The demonstrations highlighted the annual Howard G. Ford Award night.

The unique video program, stressing in motif the manner in which television can alter selling and buying habits of the nation, was presented in Philadelphia's Bellevue Stratford ballroom. It followed a ceremony in which James H. Carmine, vice president in charge of distribution for Philco Corp., accepted the coveted Howard G. Ford Award in behalf of his company.

A handsome wood plaque, it represents hand-carving efforts of its donor, Howard G. Ford, vice president of W. H. Hoedt (Photo) Studios Inc., of Philadelphia, over a two-year period. It was presented to Mr. Carmine by M. F. Foeller, division manager of American Telephone and Telegraph Co. and chairman of the association's award committee. Philco Corp., a leader in the radio manufacturing field the past 18 years and a video pioneer, was accorded the honor "for its outstanding contribution in the scientific distribution of goods and services."

In accepting the award Mr. Carmine pointed to the rapid growth of video, and forecast that 6.94% of the nation—or roughly 7 out of every 100 Americans—will have ringside video seats for this summer's national party conventions.

Over 40,000 video sets a month are being installed in American homes, and this record promises to increase to 60,000 a month by the end of this year, Mr. Carmine pointed out to the members.

"Sales of television equipment, including home receivers, transmitters, and relay links promises to exceed a quarter of a billion dollars in 1948. There has been nothing in the history of America to equal it," he declared.

"Television," Mr. Carmine concluded, "will vitally affect the sale and distribution of goods and open entirely new fields of entertainment for millions of people."

Created by Hutchins

The demonstration, "Television In Action," was created and staged for Philco by the Hutchins Adv. Co., and the staff of WPTZ Philadelphia. Designed as a preview of tomorrow's video programs, it featured Paul Whiteman, Bert Wheeler, Connie Haines, Joe Kirkwood, the Walter Wanger girls, Glenn Osser's orchestra and a cast of 25 prominent Broadway and radio actors and actresses.

The ballroom stage was transformed into a studio. Cameras and a full crew operated back stage, where a monitor control room had been set up. A total of 16 large screen projection television receivers were distributed about the ballroom. Through a public address system, aural commercials were presented, then video commercials were heard and seen on the 16 re-

(*Continued on page 67*)

* * *

IN BEHALF of the Philco Corp., Mr. Carmine (l) accepts the Howard G. Ford Award from Mr. Foeller. Mr. Ford (r) carved the plaque.

1948 Video Output Setting Fast Pace

PRODUCTION of television receivers totaled 118,027 in the first quarter of 1948, according to Radio Manufacturers Assn., which represents 90% of overall industry set production. The figure is three times the rate of the first quarter of 1947 and 66% of the TV output in the entire year.

Output of AM-FM receivers in the first quarter was 437,829 units, 2½ times that of a year ago, with 161,185 AM-FM sets produced in March, a five-week work month.

Including 52,137 TV receivers produced in March, total TV output since the war passed the 300,000 mark. Output of AM-FM sets since the war totals nearly 1,794,418 units. Total production of all sets in March was 1,633,435 units.

March figures are well above those for February, a four-week month, when production totaled 35,889 TV, 140,629 AM-FM and 1,379,605 all sets.

Output of auto radios and portables in March was 935,000 and 518,000 units respectively.

Total production of all types of sets in the first quarter was 4,352,296, compared to 4,321,406 a year ago. Falling off in AM radios was noted.

Sales of receiving tubes in March totaled 18,208,842 units compared to 17,097,461 units in February but below the 19,048,950 a year ago. First-quarter sales totaled 51,311,230 compared to 57,548,414 a year ago.

March sales consisted of 12,966,473 tubes for new sets; 3,573,712 for replacements; 1,604,173 for export; 64,484 for government agencies.

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Dual TV Rate Card Issued	85

For television personnel changes, programs, etc., see various notes departments in this issue.

CBS, 'L. A. Times' To Operate KTTV

New Video Station on West Coast Expected to Start by Fall

CBS and the *Los Angeles Times* last Wednesday announced plans for the joint operation of KTTV Los Angeles, a television station for which the *Times* holds a construction permit [BROADCASTING, April 26]. The newspaper will own 51% and CBS 49% of KTTV, which is to operate on Channel 11 (198-204 mc) with 19.15 kw aural and visual power.

On FCC approval of transfer of the KTTV CP from the *Times* to a new corporation representing both parties the station will become the Los Angeles outlet for CBS-TV. The board of directors of the corporation, to be capitalized at $1,000,000, is as follows:

Frank Stanton, CBS president; Norman Chandler, *Times* president and publisher; Philip Chandler, *Times* vice president; Donald W. Thornburgh, CBS vice president; Omar Johnson, assistant to the *Times* president; Ned Marr, CBS West Coast attorney, and Richard G. Adams, *Times* secretary.

There is "every hope" that KTTV will be on the air this fall, Norman Chandler said. Its plant will adjoin KNX-FM Los Angeles, a CBS station. On April 27 the *Times* filed application with FCC to erect the KTTV transmitter plant on Mt. Wilson.

The exact amount of money involved in the transaction between CBS and the *Times* was not divulged, but it was reported by a high CBS official that the network would presumably pay the *Times* 49% of the costs so far incurred in its television activities and would, of course, bear a proportionate share of future costs of the station.

Job Offers for Disabled Vets Follow TV Program

WITHIN three days of a telecast of *Operation Success*, presented on behalf of disabled veterans by the NBC television network in cooperation with the Veterans Administration, 725 employers had called to offer veterans jobs.

The program showed that disabled veterans have been trained as skilled workers, and employers were asked to offer such men jobs. More than 300 offers were received in the New York VA office and a total of 725 in all offices in the range of NBC stations.

REXALL ACCOUNT

BBDO Replaces Ayer; Signs New Show

BRIEF COMMUNIQUES, reminiscent of World War II, informed the trade last week that BBDO had taken over the national advertising billings of Rexall Drug Co. from N. W. Ayer & Son, effective July 15.

Speaking for the withdrawing forces, the Ayer release stated: "N. W. Ayer & Son Inc. has resigned the account of the Rexall Drug Co., effective July 15, 1948."

Speaking for itself, BBDO advised the trade it had been appointed "to handle the national advertising of the Rexall Drug Co., effective July 15 . . . announced by Thomas H. Lane, vice president and director of sales promotion and advertising of the drug company. Through BBDO, Rexall has signed the Phil Harris-Alice Faye show for network broadcasting this fall," the statement concluded.

Involves $2 Million

The shift of the Rexall business is estimated at $2 million. BBDO, Los Angeles, had already been servicing the advertising of Rexall-owned retail outlets throughout the country.

Thomas C. Dillon of the BBDO Los Angeles office, has been named Rexall Drug account executive, succeeding Len Carey, who moved to BBDO's New York office to take over as radio account executive on the American Tobacco Co. account [BROADCASTING, April 12]. Mr. Dillon will also inherit the national Rexall billing responsibility once the acquisition is final in July. In addition, it is understood that a radio account executive will also be appointed before July 15 to oversee the Phil Harris-Alice Faye, show.

As a result of the new program, Jimmy Durante will cease to perform for Rexall. Whether he will be signed by another Ayer client or whether Thomas Luckenbill, William Esty & Co. radio vice president, will snare the "Nose" for Camels remained a question.

The Jimmy Durante show is now heard on NBC Wednesdays at 10:30 p.m. The Phil Harris-Alice Faye show currently is aired on NBC, Sundays at 7:30 p.m., sponsored by F. W. Fitch Co.

SAFETY AWARD GIVEN ADVERTISING COUNCIL

THE HIGHEST AWARD of the National Safety Council was given to the Advertising Council in a presentation during the *Aldrich Family* program on NBC last Friday night.

The Council was credited with a major role in saving lives through the "stop accidents" campaign of the Safety Council. Radio alone was used by the Council to obtain nearly a billion and a half listener impressions it was pointed out.

Ned H. Dearborn, president of the Safety Council, in presenting the award to Charles G. Mortimer Jr., chairman of the Advertising Council and vice president of General Foods, said that although it was impossible to estimate the number of lives "which the Advertising Council has saved with its stop accidents campaign," it was known that traffic deaths decreased 12% last year.

". . . we in the National Safety Council are convinced that this would not have happened unless millions of people had been reached with your campaign message," Mr. Dearborn said.

Region 4 of FMA To Hear Silvernail

BBDO Chief Timebuyer to Address One Session of Two-Day Meet

ATTENDANCE of approximately 150 is indicated for the organization meeting of FM Assn.'s Region 4 [BROADCASTING, April 19], Bill Bailey, FMA executive director, said Friday. More than 100 registrations had been received through Thursday. Meeting will be held in Washington's Statler Hotel May 5-6.

Additional program details were announced Friday. Highlight of the Thursday morning session will be a discussion by Frank Silvernail, chief timebuyer for BBDO, on what agencies expect from FM broadcasters. Tentatively scheduled for Wednesday afternoon is a talk by Leonard Marks, FMA general counsel, on American Telephone and Telegraph Co.'s rates for 15,000-cycle lines.

Roundtable Discussion

Members of FCC are expected to be on hand for the Wednesday luncheon, Mr. Bailey said, and a roundtable discussion is planned, with no specific topic set. Ben Strouse, WWDC-FM Washington, temporary chairman of Region 4, will preside at the luncheon.

A permanent chairman and secretary for the region, as well as a vice chairman for each of the states represented (Maryland, Virginia, North Carolina and Delaware) and for the District of Columbia, are to be elected.

Election of a successor to Leonard Asch, owner of WBCA (FM) Schenectady, on the FMA board will take place at board meeting scheduled for Tuesday evening in the offices of Jansky and Bailey, consulting radio enineers, National Press Bldg., Washington. Resignation of Mr. Asch created the vacancy. His term would have expired in September.

NBC Policy Stops Show 'Lend-Lease'

Unusable Time Must Be Turned Back to Network

NBC, "in the best interests of all advertisers," advised its clients and advertising agencies last week that "lend-lease" arrangements on program time and talent will be discontinued immediately.

The policy provided that a client could relinquish his time and/or talent on NBC to another client with the privilege of reinstatement after a specified period of time, subject to the network's approval.

In his letter rescinding the policy, Harry C. Kopf, administrative vice president, said "effective immediately, clients who for certain reasons find themselves unable to continue their time periods on NBC will be asked to relinquish the time to the network. The present "lend-lease" arrangement, after it has expired, will not be renewed."

The only NBC program now being aired through such an arrangement is the *Fred Allen Show*, Sunday nights, 8:30-9 p.m. Standard Brands Inc. "lend-leased" the program to Ford Dealers from Jan. 4, 1948 to the spring of 1949, the network said.

Early in 1945 the network announced various changes in its program policy involving the following four points: Discontinuance of abeyance list; replacement programs subject to acceptability; no artist control of time period; no cross reference to programs on other networks.

NAME CHANGE

LaRoche & Ellis Is Now C. J. LaRoche and Co.

LaROCHE & ELLIS, New York, on May 1 changed its name to C. J. LaRoche and Co.

Mr. LaRoche, head of the agency, formerly was chairman of the board of Young & Rubicam and one of its two principal owners. He was one of the founders of the War Advertising Council and served as its organizer and first chairman during the war. He was also formerly vice chairman of the board of ABC and is a past director of the American Assn. of Advertising Agencies.

Mr. LaRoche

Sherman K. Ellis, formerly president of the firm, had resigned and has not been actively connected since the first of the year. He will, however, continue to act as consultant to the agency. Mr. Ellis is associated with Diorana Corp.

Personnel Shifts

Organizational and personnel shifts took place simultaneously with change of name. John F. Price has been named senior vice president and he will continue to operate the Chicago office of the company. G. N. Beecher Jr. has been named vice president and contact supervisor in Chicago.

John F. Reeder, formerly vice president and general manager of Walt Disney Productions, has become vice president and director of the agency and will be in charge of operations in the company's newly-opened Pacific Coast office in Hollywood. Crawford D. Paton becomes vice president in charge of copy research and will supervise the operation of the "contact" studies. Robert R. Ferry has been named executive assistant to Mr. LaRoche.

Department Heads

The department heads are: D. E. Robinson, vice president in charge of market and merchandising research; William R. Stuhler, vice president in charge of radio and television; Crane Haussamen, vice president in charge of copy; Gene Davis, vice president in charge of art; Otis Winegar, in charge of copy in Chicago, and Hugo Lindberg, in charge of art in Chicago.

Mr. LaRoche said that the principals of the newly-named agency, "most of whom have joined it in the past two years after working to the top in other organizations, are dedicated to a new attitude in the use of research." He pointed out that in the past year the agency invested 6.36% of its income in research as against AAAA's average of 2.3%.

The agency services the following accounts: Walt Disney Productions, The McBee Co., New England Confectionary Co., Parade Publication, Price Flavoring Extract Co., Quaker Oats Co., Hiram Walker & Sons, Warner Bros. and Zimba Kola Co.

Colgate - Palmolive-Peet Elects Sherman Director

ELECTION of Stuart Sherman, a general partner in the Sherman & Marquette Agency, Chicago and New York, as a director of Colgate-Palmolive - Peet Co. and a member of its executive committee, was announced April 29 by E. H. Little, Colgate president.

Mr. Sherman

From 1930 to 1934 Mr. Sherman served as a salesman, district manager and divisional manager for Colgate. From 1937 to 1947 he was president of Sherman & Marquette, one of the firm's advertising agencies.

Mr. Sherman is a director of the Upper Avenue National Bank of Chicago.

XUM

AD RATE FIGHT

SCOTUS May Get WSAY Case

A COURT DECISION upholding a network's right to set the network advertising rate to be charged by an affiliate appeared last week to be headed for the Supreme Court.

The decision, by the U. S. Second Circuit Court of Appeals, New York, affirmed a lower court's denial of a preliminary injunction sought by WSAY Rochester, N. Y., to keep ABC and Mutual from switching affiliations to other stations.

It held that a network is not a common carrier and therefore can make, "in the absence of concerted action" prohibited by the anti-trust laws, whatever contracts it wishes for the distribution of its programs.

Bid Refused

The bid for a temporary restraining order against ABC and Mutual, originally turned down by Judge Alfred C. Coxe of the U. S. Southern District Court, New York [BROADCASTING, Nov. 17, 1947], was linked with WSAY owner Gordon P. Brown's $12,000,000 suit against the four major networks in which he charges conspiracy to keep WSAY from carrying network programs.

It had not been definitely decided last week whether WSAY would petition the Supreme Court for review, but spokesmen said this course was under consideration. The Court may grant or deny such a request, as it wishes. Even without review, WSAY may proceed with prosecution of its suit. But legal observers felt the station's position in the case will be materially weakened unless the circuit court's ruling is first reversed.

The suit, for treble damages under the anti-trust laws, claims all four major networks by concerted action had "unlawfully linked together all important broadcasting stations and national advertisers by a series of mutually exclusive contracts and had used their resulting powers to dictate arbitrarily the price at which all broadcasting facilities would be available, with the purpose and effect of excluding WSAY from the network advertising market," according to the circuit court's summary.

Seeks Permanent Injunction

Besides a preliminary injunction against ABC and MBS, WSAY in its suit seeks a permanent injunction against all four networks. It claims ABC and Mutual conspired to boycott WSAY, and that NBC and CBS refused to make their programs available to the station.

The Circuit Court noted that NBC and CBS have exclusive affiliates in Rochester (WHAM and WHEC, respectively), and that WSAY, which until 1947 was the only other station there, had had special non-affiliate arrangements with both Mutual and ABC. WSAY, the Court said, refused to sign standard affiliation contracts, insisting that it be allowed to fix the rate to be charged advertisers.

ABC and Mutual contended the rates WSAY wanted were exorbitant, but that WSAY was then in a position to refuse a standard contract because it was the only un-affiliated station in Rochester. After FCC issued grants for two new stations ABC and Mutual terminated their special arrangements with WSAY and signed up the new outlets (ABC with WARC, Mutual with WVET).

It was this change in affiliations which WSAY sought to block in its bid for a preliminary injunction. Affirming Judge Coxe's denial of the petition, the appeals court — Circuit Judges Learned Hand, Thomas W. Swan, and Augustus N. Hand—said in its decision, handed down April 8 and written by Judge Augustus Hand:

Appeals Court's Ruling

. . . A network is not a common carrier and each [ABC and Mutual] therefore had the right in the absence of concerted action to make such contracts for the distribution of its programs as it chose. Plaintiff [WSAY] had no inherent right to set its own rate to an advertiser and in all other respects to use the facilities of the radio network, nor does the court have power to compel defendants to deal with the plaintiff on such terms.

Plaintiff misconceives the function of a network, which buys time from the stations and sells to the advertisers its facilities and the services of those stations as an aggregate. Not only are the networks not common carriers but it would be cumbersome if not impractical for them to furnish programs if they did not have authority to deal independently with the advertising concerns instead of leaving the rates to be determined individually by the different stations which they serve.

Such control by a network, operating as a single coordinating agency, would seem to be at least desirable in order that it might compete with other networks and advertising media and to assure a more reasonable distribution to every station of the income which the network as a whole may receive. We do not say that it would be impossible for a network to allow each station to set its own rate, but it would seem a less practical course of business and certainly one to which plaintiff can make no claim as of right . . .

The fact that ABC and Mutual terminated their arrangements with WSAY on the same day, or that similarity was found in certain of their business practices and terms of their affiliation contracts, was not regarded as indicative that the networks "acted jointly" or engaged in "conspiracy." The Court said:

No Conspiracy, Court Says

In the record now before us there is no persuasive evidence of a conspiracy to boycott or otherwise unlawfully exclude the plaintiff from obtaining defendants' programs, whatever may later be established at a trial.

The two networks' cancellations of their special arrangements with WSAY, the Court said, came when "time was of the essence," competitively. With respect to "similarity" in business practices and affiliation contracts, the Court said "we cannot say that such similarity results from anything more than common business solutions to identical problems in a competitive industry. . . . Moreover, the similarity of many of the terms might be explained by requirements of the FCC governing the stations." The decision continued:

We think it improper to grant a preliminary injunction upon the charge that the networks have unlawful "exclusive" contracts with their stations where the FCC, after protracted hearings and consideration not only of the general public interest but of the Sherman Anti-Trust Act, has specifically sanctioned many of the important terms of the affiliation contracts at present in use and the defendants have given reasonable grounds for denying their exclusiveness or illegality.

For support, the Court cited FCC's network monopoly report—of which WSAY's Washington counsel, Seymour Krieger, then with FCC, was a co-author. William L. McGovern, formerly of Justice Dept., also is appearing for WSAY.

In statements submitted to both FCC and the Senate Interstate & Foreign Commerce Committee, Mr. Brown, WSAY owner, contends that the court ruling "in effect states that FCC licenses the radio chains to operate a monopoly . . . and to control the rates charged

(*Continued on page 67*)

SPECIAL RADIO Committee on world trade goes over publicity plans for Harbor Day, May 22, closing event of 1948 World Trade Week celebration in Los Angeles-Long Beach area. Committee members are (l to r): William Tillisch, L. A. Junior Chamber of Commerce, which is sponsoring Harbor Day; Jimmy Vandiveer, KFI Los Angeles director of public affairs; Virginia West of KECA Los Angeles program department; and Joe Micciche, co-chairman of radio trade week committee.

AFRA CONTRACT

Aid on Union Shop Promised

CONTRACTING parties are expected to sign momentarily the agreement reached between the major networks and the American Federation of Radio Artists. Highlights are a 7½% increase for staff announcers and sound men, and a management pledge of cooperation with AFRA in obtaining a union shop [BROADCASTING, April 26].

Terms of the agreement, described by George Heller, AFRA executive secretary, as the best obtainable at present are:

(1) Renewal of all AFRA network and transcription contracts for two years from Nov. 1, 1948, to Nov. 1, 1950, with a clause permitting the union to reopen wage negotiations any time after Nov. 1, 1949, if the cost of living index is 10% higher than that of March 15, 1948.

(2) A 7½% increase for all staff announcers and sound men who were on station's employment rolls April 1. A 5% increase in all minimums covered by the agreement. No increase in scale for actors, singers, or freelance announcers. The agreement carried the proviso that "it is understood that [it] commits the companies only to the staff agreements in New York City and the three network contracts . . . code of fair practice for live commercial broadcasting, actors and singers sustaining agreement, and the transcription code. The companies, however, will strongly recommend to their midwestern and western representatives acceptance of the same proposal . . ."

(3) Agreement by respective managements to join with AFRA in a consent petition to the National Labor Relations Board for union shop elections under the Taft-Hartley Law. (In pursuit of this, area elections are to be held in New York, Chicago, Los Angeles and San Francisco among all persons covered by the three network contracts named in paragraph 2).

Chief argument which decided AFRA's acceptance of these terms was the advantage of obtaining the networks' cooperation in securing union shops, Mr. Heller said.

Nelson Case, president of AFRA's New York local, said that those covered by the 7½% rise are "well satisfied." The actors, singers, and freelance announcers not covered "seemed willing to forego scale rises in the belief that wider employment is possible if there is no increase in pay per job," Mr. Case said in an article in *Stand-By*, AFRA's New York monthly publication.

All - Radio Project Financing Plan Set

Committee Adopts Assessment Formula for Stations

PLAN to finance the All-Radio Presentation project, slated for completion later in the year, was adopted at a meeting held in New York Tuesday by the All-Industry Presentation Committee's finance subcommittee.

Assessment formula was adopted by which broadcast stations will contribute their share of the cost of the promotion film, an ambitious undertaking designed to show the power of radio as an advertising medium and as a means of entertainment and education.

The full committee is slated to meet Tuesday in New York to work out final details of the presentation to be made at the NAB Management Conference in Los Angeles in mid-May.

Gray Proposal

Members will receive the subscription schedule prior to the convention. A promotion booklet describing the project was prepared by the committee for station study [BROADCASTING, April 19].

Gordon Gray, WIP Philadelphia, chairman of the NAB Sales Managers subcommittee which proposed the movie project in the first place and acting chairman of the full committee, said the fee plan "is the fairest of any we could have devised. It takes into account both a station's ability to pay for this type of project and the direct benefit that it may expect to gain from it."

Named as chairman of the Finance Subcommittee was Herb Kruger, WTAG Worcester, Mass. Other members are Victor M. Ratner, CBS; Eugene F. Thomas, WOR New York, and Mr. Gray.

Subscription Basis

Subscriptions are to be made in terms of net income of the station, using the NAB membership definition. Rates vary from $25 for stations under $25,000 net to $1,000 for stations doing business of $2,500,000 and over.

Subscriptions are to be forwarded to Mr. Kruger. NAB members may submit their subscriptions through Secretary-Treasurer C. E. Arney Jr.

CBS Live Musical Show On TV to Start Tonight

THE FIRST LIVE musical show on CBS television since the American Federation of Musicians lifted its ban is *Face the Music*, slated to debut tonight (May 3) 7:45-8 p.m. Only WCBS-TV New York will carry the program.

CBS hopes to expand the show to five times weekly by the end of this month. It is starting as a once-a-week program.

NBC OFFICIALS inspect equipment of WTVR Richmond, Va., during inaugural program April 22. Officials (l to r) are Noran E. Kersta, director of television operations; Charles C. Bevis Jr., station relations department; Easton C. Woolley, director of stations department, and William S. Hedges, network vice president.

TV RIGHTS FREE

3 Sponsors for Boston Baseball Telecasts

IN A GESTURE unprecedented in major league baseball advertising the Boston teams (Braves and Red Sox) have granted television rights without charge to the Atlantic Refining Co., Narragansett Brewery, which co-sponsors the baseball AM broadcasts, and the *Boston Herald-Traveler*, is was revealed last week at a meeting of the principals.

The three advertisers were reported to have previously offered an estimated $30,000 for television privileges, but both Tom Yawkey, president of the Boston Red Sox, and Louis Perini, president of the Boston Braves, turned down the bid. They explained that they had investigated television and had decided that there were an insufficient number of sets in Boston.

However, Mr. Perini maintained that they were so pleased with the AM broadcasts and the way the advertisers and WHDH Boston were handling them that in "fairness to the sponsors" they were giving them the video rights free of charge.

In granting the free telecasts Mr. Yawkey told the sponsors, "We feel we like to help speed the growth of television . . . and render a service to the Boston fans." The baseball president went on to assure the advertiser representatives that the baseball telecasts would be in "their hands."

Thus, effective May 20 the games will be seen on WBZ-TV Boston (which goes on the air for the first time the day before, May 19) sponsored by Atlantic Refining, the brewery and the newspaper. The games are also scheduled to be carried on WNAC-TV when that station takes the air.

Present at the meeting beside Mr. Yawkey and Mr. Perini, were Warner Shelly, vice president of N. W. Ayer & Son; Tom McMahon, in charge of sports for the agency; Robert Choate, publisher of the *Boston Herald-Traveler* and owner of WHDH Boston, and attorneys.

In the minor leagues the Milwaukee Brewers similarly are making no charge for video rights to the Ford Motor Co. which is sponsoring the games on WTMJ-TV Milwaukee.

WGN-TV ONE-TIME USE SCALE FOR MUSICIANS

A SET SCALE of 66% of the existing AM rate for one-time use of AFM members on television, disclosed by the union's New York headquarters as a chief bargaining point in current agreement (see story, page 23), is being used presently as a basis for employment of TV musicians on WGN-TV Chicago.

Station has been contracting right along for use of AFM members on a one-time basis, which does not exclude the right to employ staff members of WGN, contrary to published reports, Frank P. Schreiber, general manager of WGN, said. The *Chicago Tribune's* video outlet already uses musicians from its WGN dance orchestra and will employ other units as the occasion arises, Mr. Schreiber indicated. In cases wherein an AM program is duplicated on television —for example, if the *Chicago Theatre of the Air* were televised— an arbitrary fee would cover such an arrangement, Mr. Schreiber said.

Bruff to L&M

LAWRENCE W. BRUFF, with Newell-Emmett Co., in charge of radio and television for Liggett & Myers Tobacco Co. (Chesterfields) since 1939, May 1 will join the advertising department of the Liggett & Myers Co., New York. He will handle radio and television for Chesterfields. His successor at the agency has not yet been named.

Record Ban Accord Hopes No Brighter

Industry Music Committee Meets; Engages Public Relations Man

A SPOKESMAN for the Industry Music Committee declared after a meeting in the NBC board room in New York last Thursday that "we are no closer to a settlement (of the recording ban) with Petrillo than we've ever been." But he added that the committee would this week make "an important announcement," the nature of which was not divulged.

The committee also disclosed the retention of Millard C. Faught, of the firm of Young & Faught, as public relations counsel. Mr. Faught replaces Vern Burnett, who has completed the initial phase of the public relations campaign for which he was retained, a committee spokesman explained.

Mr. Petrillo's union has failed to answer the last two communications of the Industry Music Committee looking toward rescinding or easing of the ban on recording, the spokesman added. Mr. Faught said a major part of his job will be to get across to the public the fact that the AFM's recent settlement of radio and television contracts has not entirely ended the Petrillo problem.

Present at last Thursday's meeting were Frank Mullen, NBC executive vice president; Richard P. Doherty, NAB director of employe-employer relations; Richard Testut, general manager, Associated Program Service; Sidney Kaye, BMI general counsel; Edward Wallerstein, Columbia Recording Corp., and Mr. Faught.

The committee set no date for its next meeting, but adjourned *sine die*, to meet again "when the situation warrants it."

Actors-Artists TV Unit, Networks Resume Talks

THE TELEVISION committee of the Associated Actors and Artists of America will resume negotiations with the networks at the offices of ABC in New York May 5, according to George Heller, committee chairman.

The first meeting, held last Monday at CBS, was attended by representatives of the four major networks and WOR New York. The current series of negotiations will, it is hoped, produce the first blanket contract covering television performances by actors, singers, and other members of the four AFL unions, of which the Associated Actors is the parent.

Campaign for Movie

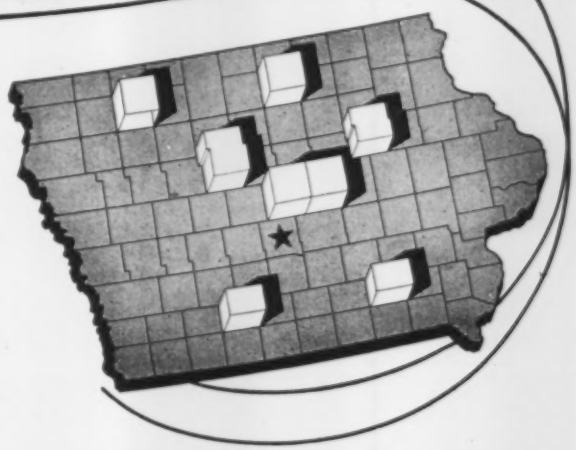
CAMPAIGN of $1,000,000 will be disbursed in advertising RKO release, "Joan of Arc," through Foote, Cone & Belding, Los Angeles. Radio budget has not yet been determined.

IT TAKES MORE THAN POWER

(which we have!)

to attract and hold an audience!

TAKE THESE 8 IOWA COUNTIES, FOR INSTANCE



THE simplest thing in radio is the formula for getting and holding an audience: (1) Enough power so that the audience can listen; (2) Enough program skill, showmanship and presentation *to make them want to listen.*

WHO offers both—therefore attracts and holds by far the largest audience in Iowa. In every one of the eight counties emphasized at the right, there is at least one good radio station. *Yet the 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO's average percentage of total listening in those eight counties is 48.1%!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

TV Grants Allotted Alabama, Florida

Birmingham, St. Petersburg CPs; Armstrong Gets TV Permit

CONSTRUCTION PERMITS for new commercial television stations were authorized last Thursday by FCC to Voice of Alabama Inc. (WAPI), Birmingham, and Sunshine Television Corp., St. Petersburg, Fla. Sunshine Television is headed by Robert B. Guthrie and B. Earl Puckett, officers and stockholders of Allied Stores Corp., department store chain operator.

Authorization for a new experimental high-band video outlet was made by the Commission to Edwin H. Armstrong, inventor of FM [BROADCASTING, April 12].

Facilities awarded for the new commercial outlets were Channel 13 (210-216 mc) at Birmingham, with effective radiated power of 26 kw visual and 27.2 kw aural, and Channel 7 (174-180 mc) at St. Petersburg, with 26.2 kw visual and 13.1 kw aural. Sunshine Television has a petition pending at the Commission which requests amendment of FCC's rules on video allocation so as to assign Channel 10 (192-198 mc) to Orlando, Fla. Firm indicated if such an allocation were made it would file application for a station there.

Armstrong Grant

The experimental grant to Prof. Armstrong is for Alpine, N. J., home site of the applicant's extensive work in FM. The video outlet will use 50 kw transmitter power on frequencies to be assigned from time to time by the Commission's chief engineer. Prof. Armstrong, in filing his request a fortnight ago, indicated he wished to work in the 480-500 mc region to investigate the technical characteristics and possibilities of both black-and-white and color television. He has contended repeatedly that video belonged above 400 mc and that FM should get some of the present TV frequencies.

The new commercial authorizations:

Birmingham, Ala.—Voice of Alabama Inc., Channel 13 (210-216 mc), 26 kw visual, 27.2 kw aural, antenna height above average terrain 875 ft. Initial cost estimated at $138,500, first year operating expenses $100,000, revenue unknown. Grantee is licensee of WAPI and WAPI-FM Birmingham.

St. Petersburg, Fla.—Sunshine Television Corp., Channel 7 (174-180 mc), 26.2 kw visual, 13.1 kw aural, antenna height above average terrain 385 ft. Initial cost $360,000, first year cost $100,000, revenue $150,000. Applicant is new corporation composed of following: Robert B. Guthrie, minor stockholder and director of Allied Stores Corp., and chief owner of Sunshine Motors Inc., St. Petersburg, president and 58% owner; his wife, Betty M. Guthrie, vice president 2%; B. Earl Puckett, president and stockholder Allied Stores, 40%, and Sam H. Mann, former majority owner of WTSP St. Petersburg, secretary.

COLOR in television and motion pictures will be part of agenda for 63rd semi-annual convention of Society of Motion Picture Engineers at Ambassador Hotel in Los Angeles May 17-21. Attendance of about 1,500 technical experts from among film industry, film and sound equipment manufacturers is expected.

NO CONTRACT SIGNING this. It's a game of tick-tack-toe indulged in following signing of a 13-week contract for Admiral Corp.'s sponsorship on ABC-TV of "The Henry Morgan Television Show." Players and kibitzers are (l to r): William Neale Roach, convention manager of the Democratic National Committee; Robert J. Enders, agency president; Jack Brook, ABC-TV sales director; Ed Sherwood, Admiral TV director; Roger Clipp, general manager of WFIL-TV Philadelphia; Edward T. Ingle, radio and television director of Republican National Committee.

RING TV TIFF

Madison Square Garden Enters Video Melee

THE SQUABBLE over television profits between New York's Twentieth Century Sporting Club and the Boxing Managers Guild was further complicated last week when the management of Madison Square Garden got into the act. The three-ring melee which resulted threatens to rival the Garden's current attraction—the Ringling Bros. Circus.

In the latest of a series of developments stemming from the Guild's demand for a share of video profits from boxing in the Garden and the St. Nicholas Arena, the Garden vice president, Ned Irish, said the Garden would drop boxing altogether rather than yield any of its television income.

The Managers Guild had asked the Garden for half of its video take from boxing, after Twentieth Century officials had agreed to a similar split in the face of a month-old "strike" by Guild-controlled fighters, who have refused to appear in the Garden or in the Arena. [BROADCASTING, April 19].

The Guild originally took the stand that it was entitled to such a split on the grounds that television was reducing box office receipts. They quickly abandoned this argument, however, when the Twentieth Century Club offered to suspend the fight telecasts temporarily, and a Guild official, tacitly admitting that it had been only a pretext, backtracked with the assertion that if anything, television was increasing actual fight audiences.

Further, as Mr. Irish declared: "Boxers have actually profited from television [at the Garden] for two or three years by getting higher percentages of the gate receipts . . . than any other promoter pays. Without our television and radio fees we could not pay such percentages."

Peter Lauria, attorney for the Boxing Managers Guild, said the managers will stand pat on their demands for a 50-50 split from both the Garden and Twentieth Century. The next bout scheduled for the Garden, on May 14, will not go on unless the video issue is cleared up by then, he forecast. "The honeymoon is over," Mr. Lauria said ominously.

WGN AND MUTUAL GET AWARD FOR SERVICE

WISCONSIN Joint Committee for Better Radio Listening, affiliated with 16 statewide and national organizations dedicated to civic and governmental improvement, recently cited the Mutual network and WGN Chicago, midwest affiliate, for contributing programs of unusual merit to the industry. Evaluation Committee of the organization publishes a monthly list of recommended programs.

MBS programs drawing praise included *Northwestern Reviewing Stand, Information Please, Symphonies for Youth, Adventure Parade,* and William L. Shirer's news commentary. WGN shows singled out were *The Northerners, Chicago Theatre of the Air* (also duplicated on WGNB [FM]), and *Chicago Philharmonic.*

Fifteenth Annual Conference on Radio Listening was held April 24 in Madison.

WEPM Martinsburg, W. Va., has moved to new studios in Peoples Trust Co. Bldg. Station personnel held open house Sunday afternoon, April 25, for general public.

Jeanne Gray Wins Holmes Ad Award

JEANNE GRAY, the "Women's Voice" on KMPC Hollywood, was awarded second annual Frances Holmes Award as "year's most outstanding advertising woman in southern California" by Los Angeles Advertising Women Inc. on April 28 at Hollywood-Roosevelt Hotel, Hollywood. Eight other advertising women were given special awards.

Winners awarded Lula's (feminine counterpart of the Oscar Academy Award) for outstanding work in their particular field were: Miss Gray, who won for best radio script; Margot Mallary, account executive J. Walter Thompson Co., Hollywood, best copy; Corris Guy, Helms Bakeries, Los Angeles, best television production; Annette Honeywell freelance artist, best art; Charlotte de Armond, advertising manager, American Wine Co., Beverly Hills, best direct mail campaign; Mary E. Buchanan, assistant, public relations, Union Pacific Railroad, best publicity campaign; Jerry Ohloff, Abbott Kimball Co., best advertising production; Josephine Hollebaugh, Los Angeles Publishers Assn., best marketing analysis research; Joy Garrison Berghell, R. W. Webster Adv., best complete campaign.

Margaret Anders, home service director for May Co. department stores, was chairman of awards committee. Judges were John R. Christie, junior vice president and director of advertising and publicity, Citizens National Trust and Savings Bank of Los Angeles; Frances Corey, May Co. advertising and publicity director; Robert B. Shirey, manager, Los Angeles office, J. Walter Thompson Co.; Ted I. Stromberger, account executive, West-Marquis Inc., Los Angeles; John H. Weiser, vice president and Pacific Coast manager, Ruthrauff and Ryan.

Union Oil Buys Telecast Rights to Rams' Games

VIDEO RIGHTS for the 15 home and road games of the Los Angeles Rams, professional football team, next fall have been purchased by Union Oil Co., Los Angeles, for approximately $32,000 for rights, time and facilities, to be telecast by KFI-TV.

Union has arranged to film road games for presentations edited to hour's length approximately three days later. When games justify, greater film length will prevail, according to Foote, Cone & Belding, agency servicing the account.

Deal was packaged through Music Corp. of America. Who will handle game description is not yet settled but it is understood that Tom Harmon is being considered.

ABC's "Breakfast Club" shifts its origination point from Chicago to New York for two weeks beginning May 3. Tour will include personal appearances in Albany, N. Y. and Camden, N. J.

Try your hand at this...

Sit down sometime and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get *top value* for your client's dollar! Get the *facts*, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH *delivers more listeners-per-dollar than any other station in town*! WITH isn't the biggest station, but, as many an advertiser knows . . . it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.

WITH

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed

So carefully researched that writers when possible try to visit actual scenes where the event occurred.

So vital to listeners that some have written pledging themselves to buy products the program advertises.

So vivid that a housewife in Connecticut heard her own voice crying "Stop!" to Joan of Arc's executioners.

Top CBS newsmen report the event
as if it were happening before their very eyes.
CBS microphones and men are at all phases of the event,
reporting, describing, and interviewing the chief figures.
The resources of modern radio are used to the fullest,
giving the illusion of foreign pickups and switches
from one point to another.

XUM

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

Richard G. Montgomery

Richard G. Montgomery & Associates

Portland, Oregon

It's nice to be able to say that we know an advertising agency head who is in "Who's Who in America," Dick. Your wide experiences in merchandising, public relations, radio

(from "CBS Is There"): the series is now
sponsorship and no longer needs an insti
and the real point of the whole thing is th
this show goes on, b
YOU ARE THERE
sitting close by you
Columbus caught s
or when Lincoln vi
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...or when a handf
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Radio's critics have
stops in praising th
It's "arresting as the headlines you just sc
Winchell, who knows a headline when he
Vogue to *Variety*, the story's the same. It'
"among the finest," it's "gripping entertai
top-drawer job," and "one of the most int
listenable programs of any sort ever hea
"as slick a bit of business as you'll find in

But even more important, the listeners ha
their hearts. Seldom has a new radio pro
loyalty, or evoked such intense reaction, e
upon thousands of letters, from people of
of occupation, all over America.

To an advertiser who wants to reach all t
and who's looking for an important radio
rarest of added features, "built-in" good
you'll have reason to be glad YOU ARE

A CBS PACKAGE P

BASIL WOLVERTON

XUM

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XUM

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A CBS PACKAGE P

XUM

WCKY DECISION

FCC Petitions Court For Re-hearing

SEEKING to upset one of the farthest reaching court rulings ever handed down with respect to its hearing policies, FCC last week petitioned the U. S. Court of Appeals for the District of Columbia for re-hearing on its decision in the WCKY Cincinnati daytime-skywave case [BROADCASTING, April 19].

FCC contended the decision making hearings necessary whenever an existing station claims that interference within its normally protected contour would result from the grant of a pending application — operates "unequally" by failing to define "interference."

The decision, FCC argued, recognizes the Commission's Rules and Standards as defining the area within which an existing station is entitled to protection, but "fails to give any recognition to these same Rules and Standards as defining what the existing station *is protected against* . . ." The petition continued:

The inequality thus created would give undue advantages to existing licensees in delaying the creation of new stations when it serves their interests to do so; it would place undue hardships in the way of new applicants; and it would leave the Commission with a guiding rule so vague and shifting as to impair altogether the usefulness of its Rules and Standards as a uniform basis for determining the rights of existing licensees and new applicants.

FCC Defines Interference

FCC Standards, it was emphasized, define "objectionable interference" and prescribe methods for determining its existence or absence. If the Court's decision means a hearing is required by the "allegation of any interference whatsoever, whether or not recognized as 'objectionable interference' under the Commission's standards, within a normally protected contour . . . then the Court has in effect held that the Rules and Standards define the rights conferred by a license for some purposes but do not define and limit them for others," FCC said.

May Go to High Court

The decision, first in eight daytime-skywave appeals before the court and almost sure to be appealed to the Supreme Court if necessary, reversed FCC's non-hearing grant to Patrick J. Stanton for a 10-kw Philadelphia daytime station on WCKY's 1530-kc 1-B channel. WCKY had contended it would receive daytime-skywave interference from the station. FCC insisted its Rules and Standards do not recognize the existence of daytime skywave and that therefore WCKY was not entitled to protection against it.

In seeking re-hearing, FCC noted that "nowhere in its opinion does the Court pass on the position of the Commission that under the existing Rules and Standards, the rights conferred by [WCKY's] license do not entitle it to protection against daytime skywave interference as 'objectionable interference.'"

The Commission maintained that neither the Communications Act nor the Administrative Procedure Act gives anyone "a right to require that changes in the Rules and Standards be made or that hearings looking toward such changes be held at such time as such persons desire."

The Court's ruling that the Due Process Clause of the Constitution required an oral argument before WCKY's petition could be denied, FCC argued, "appears to put in doubt" the Constitutionality of Sec. 6(d) of the Administrative Procedure Act dealing with disposition of petitions and similar matters.

WJR-WCPS Case Pending

The Commission made plain that it cannot determine the full implications of the WCKY decision until the Court decides a companion case: WJR Detroit's appeal from the daytime clear-channel grant to WCPS Tarboro, N. C., which was reargued before the Court last June along with the WCKY-Stanton case.

FCC's petition, filed last Tuesday, was by Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, and Max Goldman, assistant chief of the litigation and administration division.

Miller Kiwanis Speech

NAB President Justin Miller will be a featured speaker at the Kiwanis International Convention in Los Angeles the first week in June, according to Victor C. Diehm, WAZL Hazleton, Pa., supervising the entire Kiwanis convention program. Mr. Diehm will be unable to attend the NAB convention because of his Kiwanis commitments. He is a past governor of the Pennsylvania district of Kiwanis and a former chairman of the Kiwanis International Public Relations Committee.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

Richard G. Montgomery

Richard G. Montgomery & Associates

Portland, Oregon

It's nice to be able to say that we know an advertising agency head who is in "Who's Who in America," Dick. Your wide experiences in merchandising, public relations, radio broadcasting and writing have helped win this recognition for you. We at KGW like to recall that it was back in 1925 you started a book review program on the station that continued on the air for more than twenty years. You're also a top-notch tennis player, we understand, with cups to prove it, a collector of pipes, and author of three outstanding books. And we like the ideals on which you say your agency's success is based: "Service to the client and the creation of ideas for the client." That's just the kind of service KGW has been offering to advertisers and their agencies for 26 years. And it's the kind of service you and all other time buyers who select KGW will get, year after year.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

THERE'S A *First Time* FOR EVERYTHING!

NOW... For the *First Time* YOU CAN DOMINATE *all* WEST MICHIGAN WITH WLAV and WLAV-FM

Located in the heart of West Michigan, in one of the most rapidly growing FM markets in the country; because in this area only FM gives a strong, clear, interference- and static-free signal that every advertiser wants. And it covers the entire area of this important market which is the second largest in Michigan. Let us give you full details... facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. Soon 57,000.

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICHIGAN

Nielsen Radio Index Top Programs

REPORT WEEK OF MARCH 21-27, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-A-Wk., 15-60 Min.; Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

RANK OF TOP PROGRAMS

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theatre	33.4	−1.6	1	3	McGee & Molly	26.5	+1.9
	2	3	McGee & Molly	30.0	+0.4	2	2	Lux Theatre	25.8	−0.2
	3	4	Amos 'n' Andy	28.7	0.0	3	6	Amos 'n' Andy	23.7	+1.3
	4	8	Fitch Bandwagon	27.7	+0.6	4	9	Charlie McCarthy	21.9	+2.1
	5	12	Charlie McCarthy	27.3	+2.3	5	8	Bob Hope	21.2	+1.0
	6	9	Bob Hope	26.8	+0.3	6	4	Jack Benny	21.0	−2.4
	7	6	Jack Benny	26.2	−1.7	7	5	Godfrey's Scouts	20.3	−2.8
	8	5	Godfrey's Scouts	25.9	−2.1	8	10	Fitch Bandwagon	20.2	+0.5
	9	10	Fred Allen	25.1	−0.8	9	7	Fred Allen	19.9	−0.8
	10	2	Truth or Conseq.	24.3	−6.2	10	NR	Jergens Journal	19.8	+3.1
	11	11	Your Hit Parade	23.9	−1.9	11	1	Truth or Conseq.	18.8	−7.7
	12	14	My Friend Irma	23.6	+0.6	12	12	My Friend Irma	18.6	−0.4
	13	NR	Duffy's Tavern	23.3	+1.7	13	15	Big Town	18.1	−0.3
	14	NR	Jergens Journal	22.5	+3.7	14	14	Red Skelton	17.8	−0.7
	15	18	Big Town	22.3	−0.2	15	11	Mr. District Att.	17.4	−2.1
	16	17	Red Skelton	22.3	−0.2	16	17	Your Hit Parade	17.2	−0.1
	17	NR	Date with Judy	22.1	+1.2	17	NR	Duffy's Tavern	17.2	+0.8
	18	13	Mr. District Att.	21.0	−3.8	18	NR	Mr. Keen	16.8	+1.4
	19	20	Kraft Music Hall	20.7	−1.2	19	20	Screen Guild	15.9	−0.8
	20	NR	This is Your F.B.I.	20.2	−0.6	20	18	This is Your F.B.I.	15.8	−1.4
E-5	1	1	Lone Ranger	17.8	−2.4	1	1	Lone Ranger	13.8	−1.9
	2	2	Bill Henry News	13.5	0.0	2	2	Bill Henry News	12.5	+0.1
	3	3	Edward R. Murrow	12.5	0.0	3	NR	Edward R. Murrow	9.6	+0.5
D-5	1	2	Arthur Godfrey	10.9	−1.4	1	7	Our Gal, Sunday	9.5	−0.4
	2	10	Our Gal, Sunday	10.4	−0.6	2	2	Right To Happiness	9.1	−1.7
	3	8	My True Story	10.4	−0.9	3	5	When Girl Marries	9.0	−1.4
	4	3	Right To Happiness	10.1	−2.0	4	11	Rom. Helen Trent	8.8	−0.7
	5	6	When Girl Marries	10.0	−1.5	5	10	Big Sister	8.7	−0.8
	6	13	Rom. Helen Trent	9.8	−0.7	6	6	Ma Perkins (CBS)	8.7	−1.2
	7	1	Backstage Wife	9.7	−2.7	7	1	Backstage Wife	8.6	−2.5
	8	11	Big Sister	9.6	−1.1	8	3	Stella Dallas	8.5	−2.0
	9	7	Ma Perkins (CBS)	9.6	−1.7	9	8	Arthur Godfrey	8.4	−1.2
	10	14	Pepper Young	9.5	−0.9	10	13	Pepper Young	8.4	−0.8
	11	4	Stella Dallas	9.4	−2.3	11	12	My True Story	8.3	−0.9
	12	12	Wendy Warren	9.3	−1.3	12	14	Portia Faces Life	8.0	−1.2
	13	15	Portia Faces Life	9.2	−1.1	13	4	Young Widder Brown	8.0	−2.4
	14	9	Rosemary	9.2	−2.0	14	9	Rosemary	7.9	−1.7
	15	NR	Aunt Jenny	9.2	−0.8	15	NR	Aunt Jenny	7.9	−1.0
D-1	1	NR	Sheaffer Parade	13.9	+1.3	1	1	True Detective Myst.	10.7	−3.9
	2	NR	One Man's Family	13.3	+1.3	2	NR	Sheaffer Parade	10.4	+1.9
	3	NR	David Harding	13.2	+0.5	3	NR	Archie Andrews	9.4	+0.2
	4	1	True Detective Myst.	12.8	−4.1	4	NR	David Harding	9.3	−0.5
	5	NR	Harvest of Stars	12.2	+2.3	5	NR	One Man's Family	9.2	+1.3

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report. © 1948, A. C. Nielsen Co

Sheppard Bill

(Continued from page 21)

and that its observance is declining.

Three of the four national networks and at least six equipment manufacturers would be required to divest themselves of stations, and RCA would be compelled to divorce itself from NBC if the Sheppard measure were enacted.

Television, FM and international stations, as well as AM, would be involved.

Effect on Networks

In the AM field alone NBC, in addition to being sold itself, would have to give up six stations; CBS, seven; ABC, four fulltime and one share-time station. All three networks have FM and video interests.

Among manufacturers, Westinghouse has six AM and six FM stations and one television outlet; DuMont has three TV outlets and is setting up a video network; General Electric has one station in each service; Farnsworth Radio & Television Corp. has AM and FM; Eitel-McCullough has FM, and International Telephone & Telegraph Co. has a Puerto Rican AM station.

Manufacturers who produce only receiving equipment, such as Philco, would not be affected by the bill.

With June 18 set as target date for adjournment of Congress, legislative leaders saw little possibility of even a hearing on the measure this year. The House Interstate & Foreign Commerce Committee, to which it was referred, already is booked for hearings through May, spokesmen said. They considered it highly improbable that one could be wedged into the agenda before the tentative adjournment date.

The bill would amend Sec. 303 (i) of the Communications Act, which deals with FCC's authority to regulate stations engaged in network broadcasting, by adding the following:

Provided, that (1) no radio broadcast station shall be owned by or licensed to any person, firm or corporation in any manner, directly or indirectly, engaged in nationwide chain or network broadcasting; (2) no radio broadcast station shall be permitted to devote any two consecutive hours of its broadcast day to chain or network broadcast program service, it being expressly intended to restrict and limit the use of station time for chain or network broadcast program service to every other or alternate hour of the stations' broadcast day; (3) no network, or any commercial radio broadcast station, shall be owned or controlled by or licensed to any manufacturer of radio equipment, electronic components, or appliances used in the construction or operation of any such station; (4) for the purposes of this Act "radio stations engaged in chain or network broadcasting" shall be defined, construed, and taken to include and mean any person, firm, or corporation or creates and/or furnishes simultaneously to two or more broadcast stations, directly or indirectly, by wire, relay, or other means, any broadcast program service to be broadcast by such stations at the same time.

'COMPLETE' HOOPERS FOR EXTRA FEE SLATED

REVISION of the publishing policy of forthcoming U. S. Hooperatings to make projectable ratings on all network programs available to advertisers and agencies at an extra charge was announced last week by C. E. Hooper Inc.

"Complete" edition of U. S. Hooperatings will be available upon payment of fees equivalent to one month's additional subscription to the regular program Hooperatings, the company said. Minimum extra fee for the "complete" report is $200, the maximum extra fee $1,000.

The Hooper firm originally intended to provide the "complete" edition of ratings only under "highly restricted conditions and at a uniformly high rate," the company said. A "limited" edition, reporting only on programs of sponsors who subscribed directly to program Hooperatings, was to be issued to them and their agencies without charge. This policy was unchanged by the announcement.

Under the new policy, any agencies whose network-using clients all subscribe to program Hooperatings, will receive the "complete" U. S. Hooperatings without additional fee. The first "complete" U. S. Hooperatings are scheduled for release May 15.

Willard Tells Bradley U. Merits of Radio Freedom

THE "affirmative story of radio" was presented Wednesday to the student assembly of Bradley U., Peoria, Ill., by A. D. Willard Jr., NAB executive vice president. Mr. Willard participated in a discussion session after his talk, with students questioning him more than hour.

Rolf Kaltenborn, backer of a program-fee system of wired service, appeared on the same platform last Nov. 13 in a speech on "Radio —Pawn of Politicians and Hucksters."

The BARBERRY ROOM where RADIO EXECUTIVES meet to enjoy Expert French Cuisine
19 E 52nd St., NYC • PLAZA 3-5800

Loud and Clear - KFYR! Nobody has put a ban on your record of coming in Loud and Clear in a larger area than any other station in the U. S.*

***ASK ANY JOHN BLAIR MAN TO PROVE IT!**

TITUS TRIAL IS DELAYED 4th TIME TO MAY 26

FOURTH postponement of the trial of Paul M. Titus and two associates in the "fifth network case" [BROADCASTING, Feb. 2] was allowed by the San Francisco Superior Court last Monday, with May 26 set as new trial date.

Mr. Titus, Rudolph J. Fjellstrom and Charles J. Husband are charged with violating the California Corporate Securities Act in the sale of securities in North American Broadcasting Corp., a former fifth-network venture. The trial had been slated to start April 26 but was postponed on request of Bishop Moore of Los Angeles, new attorney for Mr. Husband, who asked for additional time to familiarize himself with the case.

Mr. Titus' current fifth-network undertaking, Radio America Inc., reportedly is still soliciting affiliations, with commencement date set for about May 15.

TV COSTS

Video Is Great for All But Owner—Flynn

THE OPINION that "television is a great thing for everybody but the station operator" was voiced by F. M. Flynn, president and general manager of New York's *Daily News*, licensee of WPIX (TV) New York, at a luncheon meeting of the American Television Society in New York last Wednesday.

Appearing as a guest speaker, Mr. Flynn cited these estimated and actual WPIX cost figures in support of his statement that because of the financial headaches dogging video development, few station operators "will brag about our current profits":

Estimated equipment cost, $420,000, actual cost, $600,000; estimated studio construction cost, $150,000, actual cost, $525,000; (additional construction cost not included in original planning, $350,000); estimated annual payroll including program department, $380,000, actual payroll, for 150-160 WPIX employes, not including program department, $750,000.

With the jocular remark that his speech might be titled "The Impressions of a Newspaper Man About to Go Into Television Without FM Interference," Mr. Flynn disclosed that the *News* will not appeal the FCC's denial of its FM application, and hence will be free to concentrate on video.

Although Mr. Flynn twice made wistful reference to "how nice it would be to get in on a push-button operation," meaning a network affiliation, he indicated that WPIX intends to turn its position as the only non-network video station in New York into a decided asset.

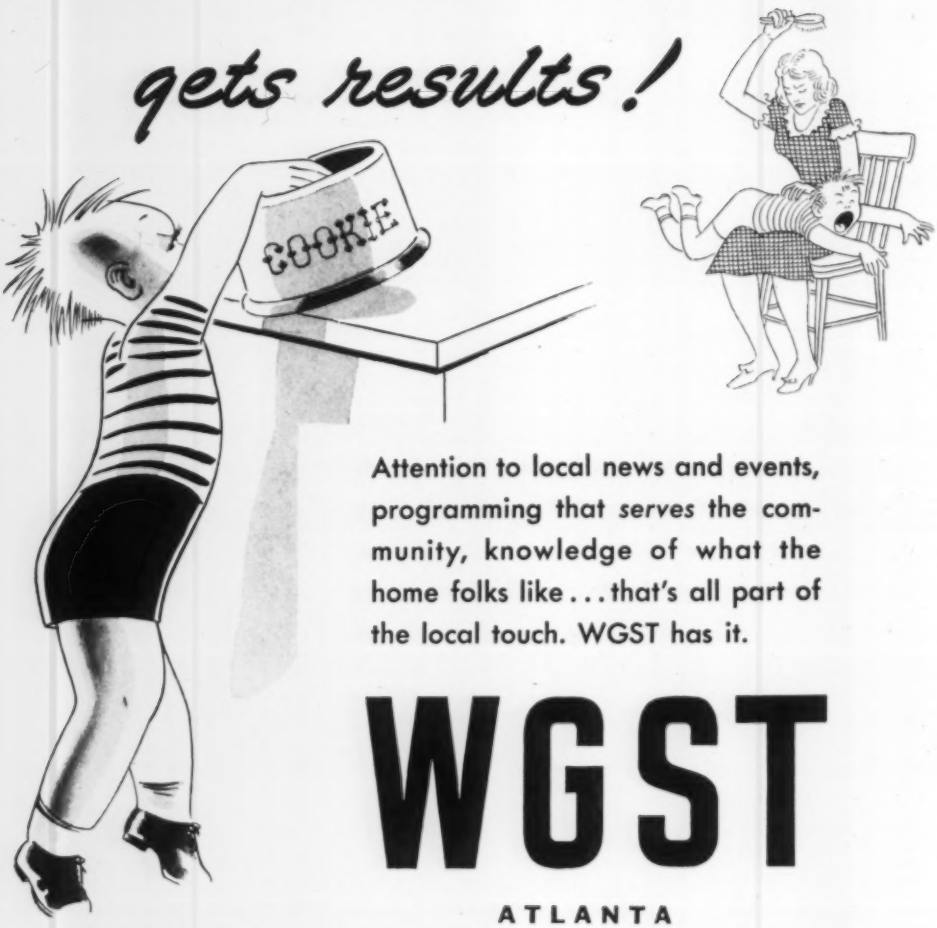
Makes Suggestions

In closing Mr. Flynn urged the television group to give careful consideration to three suggestions for the benefit of the industry: (1) The establishment of an "Audit Bureau of Television" which would make available the names and addresses of set buyers; (2) the founding of a centralized school for the training of television personnel; (3) curbing the practice of "bidding up prices" for talent and material, which he blamed for fostering "a dog-eat-dog atmosphere in an infant industry."

Cooperation

A PROGRAM for notifying television and newsreel cameramen of fires breaking out in New York City was outlined at a news conference April 27 in New York. A board of five firemen, one assigned to each borough in the city, has been established to assist cameramen at the scenes of fires. News desks are to be informed of fires immediately by the "notification desk" of the Uniformed Fireman's Association, group cooperating in the program.

The Local Touch gets results!



Attention to local news and events, programming that *serves* the community, knowledge of what the home folks like... that's all part of the local touch. WGST has it.

WGST

ATLANTA

5000 Watts Day CBS 1000 Watts Night

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

EVANS STRESSES NEED IN TECHNICAL FIELD

WALTER EVANS, vice president of Westinghouse Electric Corp., was the speaker at a chapter dinner meeting of Tau Beta Pi, honorary engineering society, held Thursday night at Johns Hopkins U. in Baltimore. The dinner meeting was attended by students, alumni and faculty members following iniation ceremonies during which Mr. Evans was elected an honorary member of Tau Beta Pi.

Mr. Evans stated that one of the biggest needs in industry today is for more engineers qualified to accept industry's executive positions. "To fill this need a joint effort on the part of the individual engineer, the college and industry is necessary if more engineers are to accept executive as well as traditional responsibilities."

To prepare the engineer for his new responsibilities, Mr. Evans proposed that "colleges and universities liberalize curricula to include more cultural courses; that industry provide specialized training for the graduate engineer; and that the individual engineer realign his sights and broaden his own personality and interests" to meet this new challenge.

Three Beauties of the Deep South

1. ST. LOUIS PLANTATION, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. ESSO OIL REFINERY, Baton Rouge. Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS · CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

WHITEMAN, GRABHORN ARE MADE ABC VP'S

Mr. Grabhorn

Mr. Whiteman

ABC announced election of Paul Whiteman and Murray B. Grabhorn as vice presidents April 23.

Mr. Whitman has been director of music for ABC and attained an outstanding reputation as an organizer, director and executive in the field of broadcast music. He has been in radio since 1926.

Mr. Grabhorn was manager of ABC owned and operated stations, including WJZ, network's key station in New York. He joined the company in 1942 as national spot sales manager, became assistant general sales manager in 1944 and manager of station sales in 1946. A year later Mr. Grabhorn was appointed manager of WJZ and owned and operated stations and supervisor of the network's cooperative program sales division.

'Vera Croft' Program

VERA CROFT program, originating at KTUL Tulsa, Okla., has been expanded to enter the national transcribed program field. Program is primarily built around human interest stories. Script includes plugs for home-owned grocery stores for whom program was designed. First station to feature new program was KCMO Kansas City.

Management

EUGENE P. WEIL, former general manager of WGWC Selma, Ala., has been named general manager of WJRD Tuscaloosa, Ala. He previously was general manager of WLAQ Rome, Ga.

ED TIDWELL, manager of KSDJ San Diego, has resigned to rejoin Army. He will enter Army Public Relations School in June.

BERNEY BURLESON, former program director of WJHL Johnson City, Tenn., has joined WETB Johnson City as station manager.

DOYLE J. OSMAN, manager of KXO El Centro, Calif., since Jan. 1, 1947, has been named a vice president of Valradio Inc. and acquired stock interest in operation.

DON FORBES, has resigned as general manager of KWIK Burbank, Calif., to return to network announcing and production. Mr. Forbes retains his stock in the station.

WILLIAM R. WHITE, formerly in legal department of Interchemical Corp., has joined ABC's legal department in New York.

MARK WOODS, ABC president, has been elected to board of Economic Club of New York for a three-year term, effective June 1. Leading business and professional men compose the club's membership.

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., Cincinnati, has been confirmed to board of directors of U. of Cincinnati. His term is effective through 1956.

GAYLE V. GRUBB, general manager of KGO San Francisco, entered a San Francisco hospital April 26 to undergo a minor internal operation. He expects to be hospitalized for two weeks.

HUGH B. TERRY, KLZ Denver manager, has been elected to the board of trustees of Denver Art Museum.

NORMAN PAIGE, general manager of KZPI Manila, is in New York for several weeks conferences with CBS officials and advertising agencies.

GEORGE GREELEY, general manager of WOSH Oshkosh, Wis., is a delegate-at-large pledged to Harold Stassen, Republican Presidential candidate, and elected to attend the Republican National Convention in Philadelphia in June.

C. L. THOMAS, general manager of KXOK St. Louis, has been named radio chairman for St. Louis campaign of American Overseas Aid to Europe. **HARRY K. RENFRO**, KXOK director of public relations, was named vice chairman of same committee.

ALLEN WANNAMAKER, general manager of WGTM (FM) Wilson, N. C., has been asked by the governor of North Carolina to serve on committee to investigate, study and make recommendations with respect to frequency modulation in eductional broadcasting for the state.

GEORGE THOMAS, general manager of KVOL Lafayette, La., has been elected chairman of Playground and Park Commission for City of Lafayette.

FRED LYNDS, owner-manager of CKCW Moncton, has scheduled his annual lobster party given for advertising agency executives, advertisers and network officials, for May 11 at Royal York Hotel, Toronto.

BARBARA WILL, WINS New York executive secretary, and **WILLARD SHROEDER** are to be married in May. Mr. Shroeder is radio and television director of Ketchum, MacLeod & Grove, Pittsburgh, and formerly was manager of WINS.

HOLE NAMED MANAGER OF NEW YORK'S WABD

APPOINTMENT of Leonard H. Hole as general manager of WABD New York, key station of the DuMont Television Network, was announced Jan. 26 by Lawrence Phillips, director of the network. Mr. Hole moves to WABD from CBS, where he had been since 1935, most recently as associate director of the network's television operation.

Mr. Hole

WABD's staff will be otherwise unchanged under Mr. Hole's administration, Mr. Phillips said. Basically, he added, the appointment will mean "consolidation and simplification" of the station's operation.

"New England's Most Powerful Radio Station"

WLAW

AND WLAW-FM

50,000 Watts *680 Kilocycles*

BASIC STATION OF THE AMERICAN BROADCASTING COMPANY

in

Lawrence, Massachusetts

WITH STUDIOS IN LAWRENCE, BOSTON AND LOWELL

Is Pleased To Announce

THE APPOINTMENT OF

Paul H. Raymer Company

as

National Representative

NEW YORK * BOSTON * DETROIT * CHICAGO
ATLANTA * SAN FRANCISCO * LOS ANGELES

Effective May 1, 1948

WLAW is owned and operated by Hildreth & Rogers Company, Lawrence, Massachusetts
IRVING E. ROGERS, *President and Treasurer*

..pardon our reach!

And when we say reach.. we *mean* reach!

KDKA reaches *six* teeming Metropolitan Communities, night and day, in the 100% BMB classification.

KDKA reaches *twenty-four* counties, night and day, in the 95%–100% class; *forty-three* counties, night and day, in the 90%–100% class.

KDKA reaches more listeners in *corporate* Pittsburgh, more listeners in *metropolitan* Pittsburgh, than any other station.

Altogether, **KDKA** reaches 1,303,520 listener families in 194 U.S. nighttime counties; 1,159,910 listener families in 117 U.S. daytime counties.

Important reasons why **KDKA** is one of the nation's most resultful stations! Ask NBC Spot Sales.. about availabilities.

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

BASEBALL COVERAGE

KOZY (FM) and KCKN Jointly Airing K.C. Blues Games

KOZY (FM) and KCKN Kansas City, independent FM and AM stations under separate ownership, have joined forces to give complete coverage of the Kansas City Blues baseball games. Play-by-play is originated by KCKN and duplicated by KOZY. KCKN has an FM construction permit but station is not yet completed.

Stations are promoting the game coverage, as well as the sale of AM-FM radios, by means of window displays.

To promote sales of its AM-FM set in the Kansas City area Philco has printed 50,000 schedules of the Kansas City Blues. Piece carries schedule on one side and promotion for Philco radios and KOZY on the other.

Rates for WBZ-TV Boston Announced

RATES for WBZ-TV Boston were announced Wednesday by J. B. Conley, general manager of Westinghouse Radio Stations Inc.

Rates range from $35 for a one-minute segment to $250 for a full hour. Charges include airtime and facilities but do not include talent, rehearsal, art work, remote pick-ups, etc.

Different rates are listed for live programs and all-film broadcasts. The hourly charge for a live studio broadcast is $250, for all-film $175. Minute live announcement rate is $50, minute film rate $35. Discounts on air time run from 7½% for 26 times to 20% for 260 or more times a year.

Rehearsal rates are $25 per half hour for live studio broadcasts and $15 per half hour for all-film broadcasts.

WBZ-TV will start operation on Channel 4 (66-72 mc) as soon as its 656-ft. tower is completed at the WBZ Radio and Television Center. The 7,400-pound transmitting antenna is expected to be put in place at an early date, station reports. In addition to the CAA-required lighting, tower will carry huge WBZ neon signs on four sides.

New Use for Tape

ABC is using tape recorders to keep members of its spot sales department posted on ABC television developments, the network disclosed last week. At each of a series of weekly meetings which began April 27 questions and answers from ABC sales personnel will be tape-recorded and edited into a half-hour session to be shipped to ABC offices in Chicago, Detroit, Los Angeles, San Francisco.

Commercial

JOHN J. TORMEY, former account executive of WOR New York and later with CBS, and **RICHARD C. LANDSMAN**, former WHN New York salesman, have joined Edward Petry & Co., New York, on sales staff.

BOB CHURCHILL, former commercial manager of WOMT Manitowoc, Wis., has joined commercial department of WHBY Appleton, Wis.

JOHN F. HARRIS, veteran newspaper, radio and agency man, has joined KRLN Canon City, Col., to head sales department.

GENE GRANT & Co., Los Angeles, has been appointed Pacific Coast representative for KRNO San Bernardino; **DONALD COOKE Inc.** is station's New York and Chicago repersentative.

RUSS EDSALL, former sales manager of WTCB Flint, Mich., and on sales staff of WXYZ Detroit, has joined WTOL Toledo, as salesman. He succeeds **GARD WALLACE**, resigned.

HELEN WOOD & COLTON, New York, has been appointed station representative for WKAY Glasgow, Ky.

JIM SCOTT, formerly announcer of CFCH North Bay, has joined sales staff of Radio Representatives Ltd., Toronto.

PAUL SWIMELAR, formerly with WCOP Boston, has joined KOMO Seattle, as member of sales staff.

HORACE N. STOVIN & Co., Toronto, station representative, has moved its Vancouver office to 846 Howe St. **J. W. STOVIN** is manager at Vancouver.

PETER MERTENS, of sales staff of KIRO Seattle, is the father of a girl, Marsha Jane.

WAVE-TV Starts Video Promotion at Home Show

WAVE-TV Louisville, Ky., launched television promotion with a ten-day demonstration at the Kentuckiana Home Show Exposition, April 2-11. WAVE-TV equipment and personnel were used and RCA Victor Television Caravan supervised installation of equipment for cable transmission to 30 receivers in the Jefferson County Armory.

Prior to the Home Show, television was promoted with billboards, taxi covers, window displays, radio spots, newspaper ads and window cards. Stewart's, Louisville's largest department store, had a week's showing of five television windows.

WAVE-TV now has all its equipment except the tower, antenna and micro-wave relay. Experimental broadcasts are expected to start about Sept. 1 on Channel 5 (76-82 mc). Permittee is WAVE Inc., which operates WAVE and WRXW (FM) in Louisville.

Mrs. Durr at Rally

MRS. CLIFFORD J. DURR, wife of retiring FCC Comr. Durr, introduced Third Party vice presidential candidate, Glen H. Taylor, for the principal speech at a rally held in Winston-Salem on April 25 to organize the Third Party in North Carolina. About 500 persons attended. Mrs. Durr is chairman of the Northern Virginia Provincial Committee for Henry Wallace, presidential candidate with whom Sen. Taylor (D-Ida.) shares the Third Party ticket.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

4 National Awards IN ONE YEAR —

1 - CITY COLLEGE OF NEW YORK OVER-ALL PROMOTION

2 - BILLBOARD MAGAZINE OVER-ALL PROMOTION

3 - H. P. DAVIS MEMORIAL ANNOUNCER AWARD

4 - PABST SALES AWARD EDDIE CANTOR CAMPAIGN

Consider— Then Contact JOHN E. PEARSON CO.

WGFG

KALAMAZOO

A.B.C. 1000 W. 1360 Kc.

and

WJIM

LANSING

A.B.C. 250 W. 1240 Kc. (c.p. 1000 W. 550 Kc.)

announce the appointment of

Robert Meeker Associates, Inc.

as exclusive national representatives

effective May 1, 1948

HAROLD F. GROSS, General Manager
WGFG and WJIM

Only WBAL Gives

WBAL-TV
For Television

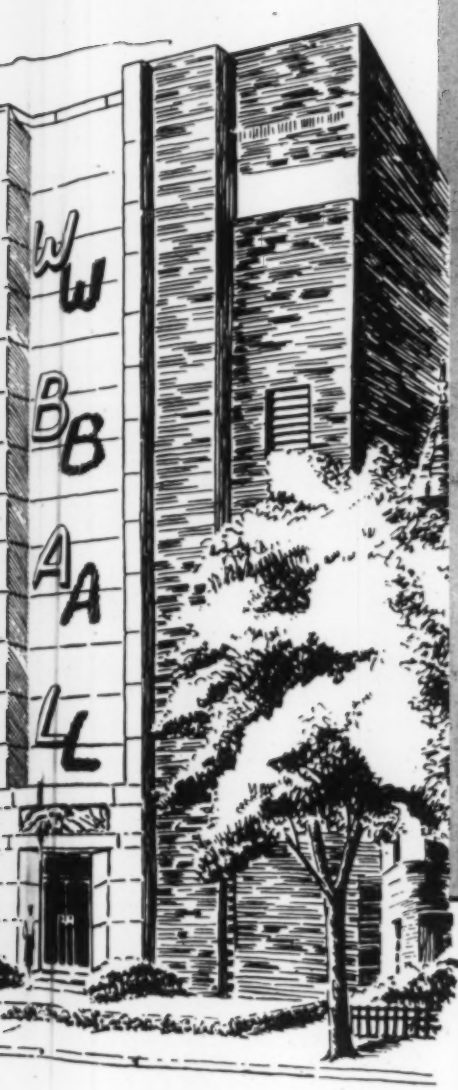
WBAL-TV's superb facilities and "know how" are already showing excellent results. Twenty local programs, weekly, originate in the main television studio (30 ft. x 50 ft.) and 15 local programs, weekly, originate in the "Air Theatre." We've found Baltimore talent excellent for television in both quantity and quality. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in Television are on WBAL-TV."

WBAL-TV's antenna is located near the center of population of Baltimore City. It is 447 feet above ground, 837 feet above sea level. Effective radiated power 32,600 watts video, 17,200 watts audio.

WBAL-TV —NBC AFFILIATE
2610 N. Charles Street
Baltimore 18, Md.

XUM

s Baltimore....BOTH!



WBAL For Standard Broadcasts

WBAL's local programs are of a size and quality unexcelled by any radio station — anywhere. Add to that the NBC "America's No. 1 Network" Parade of Stars. So we say with pride—"The Greatest Shows in Radio are on WBAL."

WBAL's "New World of Tomorrow" studios are the most modern with the finest facilities in the country. WBAL's power —50,000 watts, is the greatest amount allowed any American commercial radio station.

Day in and day out—WBAL gives Baltimore, America's 6th city, programming and radio reception of the very highest quality. There's a *plus* market, too, of parts of Pennsylvania, Virginia, W. Virginia, Delaware and all of Maryland.

WBAL —50,000 WATTS—NBC AFFILIATE

"One of America's Great Radio Stations"

2610 N. Charles Street, Baltimore 18, Md.

Represented Nationally by Edward Petry & Co., Inc.

XUM

Editorial

Tobey or Not to Be?

THE ATOMIC Senator Tobey is releasing radio investigatory isotopes with abandon.

Even before he had slammed closed the record on the Johnson Bill (S-2231) to break down clear channels and limit power to 50 kw, he had ordained a full-dress investigation of radio allocations, patents, and competitive practices. All this as Acting Chairman of the Senate Interstate & Foreign Commerce Committee, and without indicating the legislative vehicle for this inquisition. But it is clear that he intends to probe and probe, and that FM and TV and patents are on his mind.

Mr. Tobey's immediate target appears to be RCA-NBC. RCA is the biggest single entity in radio. It has done more to advance television to its present jet-propelled pace than any other organization. RCA owns many of the basic TV patents. It probably has expended more money than any other group in television. It, along with DuMont, Philco, GE, and the other pioneers, is only now beginning to reap the reward of years of laboratory work and experimentation.

We've seen many investigations of radio during the last score of years. Not one has produced much more than a waste of taxpayers' funds. When the FCC has been under scrutiny, the investigators haven't been able to pin down anything of substance, even though the substance may have been there. With hardly an exception these have been superficial fishing expeditions.

Now, the Tobey crusade appears aimed at both the licensing authority (FCC) and the licensees. The Johnson Bill can only be viewed as a usurpation of the FCC's functions. No less a personage than the ailing Chairman Wallace H. White Jr. (R-Me.) of the Committee on which Senator Tobey serves as ranking Republican member, harbors that view.

There is always motivation for such inquiries. It isn't necessary to dig very deeply. When Senator Tobey announced his new inquiry in quest of "truth and decency," Maj. Edwin H. Armstrong, radio inventor of renown and the father of wide-band FM (the present system) was on the witness stand. Maj. Armstrong's battle with RCA over FM is legendary. Maj. Armstrong and Senator Tobey are friends and neighbors in New Hampshire, where the inventor maintains a summer home. With Maj. Armstrong on the stand, Senator Tobey commented, "I respect and admire you." Many in radio revere Maj. Armstrong as a distinguished scientist and inventor.

Maj. Armstrong vehemently opposed the low-band TV allocations. He steadfastly had contended the 50 mc band was ideal for FM. He has bitterly belabored the FCC for what he feels was a colossal blunder in FM allocations. He has assailed RCA for fostering low-band TV and for alleged throttling of FM.

There may have been blunders. TV was stopped dead in its tracks by the FCC in 1939 when it was raring to go. FM would have been much farther advanced, if it had gotten under way earlier and had not become enmeshed in allocation snarls.

That is past. The question now posed is whether a committee of Congress, devoid of engineering experts and without the technical knowledge, is better qualified to make allocations than the expert agencies supported by tax-payers' funds. If there has been chicanery or malfeasance let's have it out, and with a specific bill of particulars in an appropriate legislative vehicle.

But let's not confuse the public and further impede TV and FM development with errant talk about sets that will be obsolete overnight when there's no justification for it.

Unless there is a sound approach, founded on fact rather than whimsy, we're in for another mud-slinging orgy in which everyone gets smeared including the innocent bystanding public.

June 'Graduation'

IN TWO MONTHS the name of Clifford Judkins Durr, Democrat of Alabama, will be added to the list of ex-FCC Commissioners.

In his seven-year tenure, he has been the mentor of the FCC's liberals and free-thinkers. He has been the spearhead of what happily is an ill-starred campaign to reduce radio to common-carrier status. He has looked kindly upon the BBC-type of nationalized operation. He is the progenitor of the Blue Book and has championed every cause that would restrict commercial radio toward that inevitable chaos of complete Government domination.

There are many who regard his departure as good riddance; then a minority of left-wingers and do-gooders who must feel they have lost their spokesman. And even a handful within radio who have felt that a discordant voice, however blatant, serves a useful purpose.

We would be less than frank if we didn't comment on Mr. Durr's imminent departure. We're glad to see him go, because we do not regard his ideologies as consistent with the intent of the statutes. With him, in due course, will probably go some of the more radical members of the FCC staff who acquired FCC status largely through his offices and who became his disciples in the "soak the radio rich" crusade.

The official word is that Mr. Durr declined reappointment because he couldn't make ends meet with $10,000 a year. We have no doubt that he has found it difficult. Others have left for the same reason. But we do doubt that this was Mr. Durr's *only* reason.

We think the FCC salary level should be increased to $15,000 for Commissioners and perhaps $17,500 for the chairman. There would be a far better chance of inducing high caliber men to accept appointment.

Even if Mr. Durr had been reappointed, he probably could not have been confirmed. The President has said he intends filling vacancies as they arise. The Senate Republican leadership has indicated that, where party control of particular agencies may be involved, nominations will be permitted to lapse with the anticipated recess of Congress in June or July. The scent of victory in November is in Republican nostrils and they mean to safeguard the political balance on independent agencies. That is the case at the FCC, for it now has three Democrats (Chairman Coy, Walker and the retiring Durr); three Republicans (Hyde, Jones, Sterling) and one independent (Webster).

We predict you'll be hearing more of Mr. Durr in radio after June 30. He is a lawyer. The labor unions, particularly the CIO, are big business. And they have big ideas in radio.

But the scenery is a bit different looking up at the FCC bench.

Our Respects To—

FLOYD ROBERT HOLM

MATURE careers of choir boys seldom lead to advertising but song led to radio and radio to an advertising agency career for Floyd Holm, Hollywood manager of Compton Advertising Inc.

As such he oversees the following Hollywood originations: ABC *Breakfast in Hollywood* (Procter & Gamble for Ivory Flakes); CBS *Guiding Light* (Procter & Gamble for Duz); NBC *Truth Or Consequences* (Procter & Gamble for Duz).

A native of Duluth, Minn., Floyd Robert Holm was born Aug. 4, 1911. Graduating from Duluth Central High School in 1929, he spent the next two years attending Duluth Junior College and Duluth State Teachers College.

His start in radio came while still in high school singing with a quartet over WEBC Duluth in 1928. At that time he was also active in high school theatricals and operettas.

His commercial bow in radio came in 1931 when a ladies' ready-to-wear firm sponsored the quartet over WEBC. Mr. Holm collected just $2.50 for his share.

Following year he teamed with Ted Hansen and Cliff Petersen to sing on WCCO Minneapolis on Saturday nights. This meant a 175-mile drive from Duluth to meet the weekly engagements and fast return trips to keep faith with choir engagements each Sunday morning. But he held to this schedule for the entire winter of '32.

Finally KSTP St. Paul decided to keep Mr. Holm in one place and offered him a staff spot with the "Men of Notes." This vocal group had one network program a week as well as a flock of locals, according to Mr. Holm. In the fall of 1933 Chicago called when WBBM invited the group down for an audition.

Success was theirs and they performed for one year via WBBM, participating in an average of 18 shows weekly. Five of the programs were network sustainers and the rest local programs.

In the fall of 1934 the "Men of Notes" added a girl and became "The Escorts and Betty." Shifting over to NBC and WMAQ, they appeared on *The Breakfast Club* and *Club Matinee* twice weekly as well as on network spots of their own. In addition, they toured the Midwest vaudeville circuit.

Coincident with the split between NBC's Red and Blue networks, they came to New York in spring of 1943 for performances on NBC. Upon arrival in New York, Mr. Holm

(Continued on page 50)

MUSIC IS A JOY FOREVER—A love of good music grows with the years, makes the music lover a special kind of radio listener. It keeps him devoted to the radio station that gives him the music he loves. More than half a million music lovers in and around New York spend so much time listening to WQXR and WQXR-FM, no other station can reach them so effectively. And because these music lovers are the most prosperous families in the world's most prosperous market, advertisers find them their most valuable and profitable customers. If you want more sales more easily made, find out more about WQXR and WQXR-FM—the stations distinguished for good music and news bulletins of The New York Times.

WQXR

. . . and WQXR-FM
Radio Stations of The New York Times

F. R. MILLS OF WDWS HEADS ILLINOIS ASSN.

FRANK R. MILLS, director of WDWS Champaign, Ill., was elected president of the Illinois Broadcasters Assn. at the group's organizational meeting April 21 in Springfield.

Mr. Mills

By-laws and the constitution, calling for promotion of closer cooperation and understanding among members to make possible a unified effort, were adopted at the meeting. The new organization will provide a regional contact with the NAB.

Other officers named were Robert B. Jones, WIRL Peoria, vice president; Walter Emmerson, WENR Chicago, secretary-treasurer, and Art Harre, WJJD Chicago, Leslie C. Johnson, WHBF Rock Island, Oliver Keller, WTAX Springfield, and Oscar Hirsch, WKRO Cairo, memers of the executive board.

NORTHERN TRUST Co., Chicago, sponsor of "The Northerners" on WGN Chicago, one of radio's oldest continuously-sponsored programs, has received special citation from Illinois Federation of Music Clubs for its contribution to encouragement of music during the past 17 years.

WJBW DENIAL

Final Decision Terminates Station May 31

DENIAL of license renewal for WJBW New Orleans to Charles C. Carlson and grant of the 250-w fulltime, 1230 kc facilities to Louise C. Carlson, his divorced wife, were reported by FCC last Monday in a final decision. WJBW's temporary license was terminated effective May 31.

Renewal was denied to WJBW, FCC concluded, because through repeated violation of FCC rules and standards over a period of several years Mr. Carlson "has demonstrated his unfitness to continue further in the operation" of the station. A majority of the violations alleged by the Commission were of a technical nature. Noncompliance with certain wartime security restrictions also were cited [BROADCASTING, Dec. 15, 1947].

In the same action the Commission denied a second petition by Mr. Carlson to re-open the record in the proceeding for further testimony to support his renewal bid.

The two applications were not given comparative consideration since the renewal request was denied independently and apart from the application of Mrs. Carlson, FCC stated.

Mrs. Carlson plans to build all new facilities, it was indicated, and will serve as general manager. None of the present WJBW staff is to be employed in any capacity, she told the Commission. Mrs. Carlson had assisted her husband with the operation of WJBW from the time of its inception in 1926 until disagreement over management in 1943, the record showed. The Carlsons were divorced in 1942.

A writ for partition of the WJBW property, one half of which Mrs. Carlson claims under Louisiana's community property laws, is pending in the 24th Judicial District Court of that state [BROADCASTING, March 15, 29]. An accounting of the property and injunction against any disposal not authorized by the court also is pending. A temporary restraining order to this effect has been issued in the matter and Mr. Carlson is under $5,000 bond. A request to increase the bond to $10,000, equal to the one-half property interest involved, has been made.

Objection has been reported filed by Mr. Carlson to the proceeding, claiming jurisdiction in the matter properly belongs in the District Court for the Parish of Orleans instead of present court in the Parish of Jefferson. The jurisdictional question is under consideration by the court.

TOM BRENEMAN, DEAD AT 48, IS EULOGIZED

TOM BRENEMAN, 48, producer of *Breakfast in Hollywood* on ABC, died suddenly, apparently from a heart attack, at his home in Encino, Calif., early on the morning of April 28. He had arisen about 4:30 a.m., as was his custom on days when he broadcast his show, and was stricken shortly after he had had breakfast.

Mark Woods, president of ABC, headed a list of eulogists who paid tribute to the producer a few hours after his death in a special memorial program carried by ABC from 11 to 11:30 a.m., the time slot usually occupied by *Breakfast in Hollywood*.

Mr. Breneman

Mr. Breneman broke into radio on the West Coast in 1929, going to New York in 1931 to conduct the *Laugh Club* broadcasts. The forerunner of his *Breakfast in Hollywood* show was *Breakfast at Sardi's* which he inaugurated in 1941. Mr. Breneman changed the name of the show in 1945 when he opened his own restaurant in the film capital.

He is survived by his wife, a son, and a daughter.

Respects

(Continued from page 48)

was all for giving vocal work one more year.

But in May 1944 he had decided that the advertising agency business was for him. Having known Lewis Titterton, radio head of the Compton agency, he dropped in with a proposed program. On that program the answer was no; but they talked about other things including *Truth or Consequences*.

It seemed that Mr. Titterton was looking for an agency contact man on *Truth or Consequences* and Mr. Holm's background in radio and show business seemed ideal. He also handled production on such programs as Boston Symphony, *Information Please* and *Lanny Ross Show* for the agency.

In September 1946 he was shifted to Hollywood from New York to handle *Truth or Consequences* which had moved to the West Coast for origination about a year earlier. And in April 1947 he was named office manager.

Mr. Holm met Miriam Engle in Chicago when he discovered that she lived in the same apartment house. And rent for one apartment was cheaper than for two, so they were married Aug. 4, 1935. Today they live in Hollywood Hills with Patricia, 8, and Pamella, 5.

Singing is still his prime hobby and his home is the site of an informal quartet gathering about three times a month. Since acquiring the home he points out that gardening has become another active interest. Flying lessons constitute his next leisure hour pursuit. Professionally he lists the Hollywood Advertising Club as his extra-curricular activity.

Article on TV by Steele Of B&B in May 'Mercury'

L. T. STEELE, vice president and radio director of Benton & Bowles, has an article, "Report on Television," in this month's issue of *The American Mercury*.

The article presents a report on the number of television sets and stations and gives an estimate of future growth. Television networking plans are also discussed.

Viewers' ideas of television are given as reported in a survey made by Benton & Bowles Inc. and Young & Rubicam Inc. for General Foods Corp.

Last part of the article deals with advertisers' acceptance of video, actors in the field, movies for television, theater television and the effect video is having on sports.

They criticize your clothes, choose your cars, plan your trips, give you tips on most everything! They're a great buying influence . . . these *teen-agers*.

Reach them with *Teen-Timer Revue* . . . a junior sensation on Cleveland's Chief Station. Will it pull for you? . . . Ask Headley-Reed!

BILL O'NEIL, President

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

XUM

Night and Day

WNOX

makes your advertising pay

PROVED BEST *by* HOOPER-TEST

KNOXVILLE	HOOPER STATION LISTENING INDEX				OCT. thru FEB.
INDEX	STATION "A"	WNOX	STATION "B"	STATION "C"	STATION "D"
DAY — WEEKDAY MORNING MON. thru FRI. 8:00 A.M.—12:00 NOON	8.1	37.3	7.3	17.1	30.1
WEEKDAY AFTERNOON MON. thru FRI. 12:00 NOON—6:00 P.M.	5.2	37.8	11.1	20.1	25.5
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	11.9	28.1	10.3	24.9	24.2
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	*(NOT RATED IN KNOXVILLE)*				
NIGHT — EVENING SUN. thru SAT. 6:00 P.M.—10:00 P.M.		41.1	10.5	30.9	16.4

Time after time, day and night, WNOX programs have more than 50% of the audience. For example: Arthur Godfrey has 65.4% of the audience with a rating of 24.2 on Monday night. WNOX programs beat all the big shows on the other major network Sunday night. Throughout the entire week, WNOX nighttime half-hours are in a big first place 73.2% of the time—lead or tie for first 78.6%.

WNOX is the only Knoxville station not using telephone give-aways or prizes-for-listening gimmicks.

Call A Branham man for availabilities!

CBS — REPRESENTED BY The BRANHAM Co.

wnox

10000 WATTS • 990 KC • KNOXVILLE, TENN.

SCRIPPS HOWARD RADIO INC. — THE KNOXVILLE NEWS-SENTINEL

ACTIONS OF THE FCC

APRIL 23 to APRIL 29

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

April 23 Applications . . .

ACCEPTED FOR FILING

License for CP

WNDB Daytona Beach, Fla.—License to cover CP new standard station.

KIOA Des Moines, Iowa—License to cover CP new standard station.

Modification of CP

KRAI Craig, Col.—Mod. CP new standard station for extension of completion date, amended to change expiration date from 8-8-48 to 8-15-48.

License for CP

WTAO Cambridge, Mass.—License to cover CP new standard station.

WJMB Brookhaven, Miss.—Same.

AM—1340 kc

Lewis & Clark Bcstg. Corp., Helena, Mont.—CP new standard station 580 kc 1 kw unl. DA-2, amended to change frequency to 1340 kc, power to 250 w non-DA, change officers and directors.

Reinstate CP

WAGE Syracuse, N. Y.—CP reinstate CP, increase power, install new trans. and change DA-N, on 620 kc 1 kw N, 5 kw D, unl. DA-N.

SSA—1540 kc

WJMJ Philadelphia—Special service authorization 1540 kc 1 kw D for period not to exceed 6 mos.

Transfer of Control

WLBG near Laurens, S. C.—Voluntary transfer of control of permittee corporation from L. C. Barksdale, H. D. Gray, L. G. Balle, W. C. Barksdale, E. D. Esterby, R. H. Roper and C. P. Roper to James C. Todd. AMENDED re corporate structure.

AM—1150 kc

Blue Ridge Bcstg. Co. Inc., Seneca, S. C.—CP standard station 850 kc 500 w D. AMENDED to change frequency to 1150 kc, power to 1 kw.

AM—740 kc

Humboldt-Milan-Trenton Bcstg. Co., Humboldt, Tenn.—CP new standard station 950 kc 1 kw D. AMENDED to change frequency to 740 kc and power to 250 w.

Modification of CP

KCOH Houston, Tex.—Mod. CP new standard station for extension of completion date.

WSOY-FM Decatur, Ill.—Same.

FM—92.5 mc

Voice of the Rockies Inc., Preston, Ida.—CP new FM station (Class B) on Channel 286 105.1 mc, ERP 4.6 kw. AMENDED to change frequency to Channel 223, 92.5 mc.

License for CP

WBUZ Bradbury Heights, Md.—License to cover CP new FM station.

Modification of CP

WLAL Lakewood, Ohio—Mod. CP new FM station for extension of completion date.

WKRZ-FM Oil City, Pa.—Same.

WJAR-FM Providence, R. I.—Same.

WCSC-FM Charleston, S. C.—Same.

WHHM-FM Memphis, Tenn.—Same.

Assignment of CP

KTRN Wichita Falls, Tex.—Voluntary assignment of CP new station to Texoma Bcstg. Co.

TV—60-66 mc

J. W. Woodruff, J. W. Woodruff Jr. & E. B. Cartledge Jr., d/b as Columbus Bcstg. Co., Columbus, Ga.—CP new commercial television station on Channel 3, 60-66 mc, ERP 1.734 kw, aur. 0.867 kw unl.

TV—66-72 mc

Rock Island Bcstg. Co., Rock Island, Ill.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 13.6 kw, aur. 7.6 kw unl.

TV—82-88 mc

Hildreth & Rogers Co., Lawrence, Mass.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 15.2 kw, aur. 7.84 kw unl.

TV—186-192 mc

Meredith Pub. Co., Albany, N. Y.—CP commercial television station on Channel 9, 186-192 mc, ERP vis. 12.0 kw, aur. 6.0 kw unl.

TV—82-88 mc

R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b as Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 19.2 kw, aur. 9.6 kw unl.

Modification of CP

WTDS Toledo, Ohio—Mod. CP new noncommercial educational station for extension of completion date.

WTHS Miami, Fla.—Same.

License for CP

Columbia Bcstg. System Inc., New York—License to cover CP new remote pickup station. AMENDED to change frequency from 153.05 mc to 152.75, 153.35, 153.47 mc.

APPLICATION RETURNED

Remote Pickup

Corning Leader Inc., Corning, N. Y.—CP new remote pickup station.

License Renewal

WEAS Decatur, Ga.—License renewal AM station.

TENDERED FOR FILING

AM—1280 kc

Defiance Bryan Paulding Bcstg Co., Defiance, Ohio—CP new standard station 1280 kc 500 w D.

SSA—1540 kc

WJMJ Philadelphia—Request for special service authorization 1540 kc 1 kw D for period of six mo. or less if present stay on CP is removed within such period.

AM—1320 kc

WSCR Scranton, Pa.—CP change hours from D to unl., power from 1 kw D to 500 w N 1 kw D, frequency from 1000 kc to 1320 kc and install DA-N.

AM—1590 kc

Twin Valley Bcstrs. Inc., Coldwater, Mich.—CP new standard station 1590 kc 1 kw D DA.

Assignment of License

WCRB Waltham, Mass.—Consent to assignment of license to L. P. Liles, Richard C. O'Hare and Deuel Richardson, partnership d/b as Charles River Bcstg Co.

April 26 Decisions . . .

DOCKET CASE ACTIONS

AM—1230 kc

Announced decision granting application of Mrs. Louise C. Carlson for CP new station 1230 kc 250 w unl. at New Orleans, subject to cond. that applicant will, within 60 days, file application for mod. CP specifying trans. site and ant. system which will meet Commission requirements, and denying application of Charles C. Carlson for renewal of license WJBW New Orleans, and ordering that temp. license by authority of which WJBW is now operating be terminated at 12 o'clock midnight on May 31. At the same time Commission adopted order denying "second petition" of Charles C. Carlson (WJBW) to reopen record in above proceeding.

AM—1050 kc

Announced proposed decision looking toward grant of application of WDZ Bcstg. Co. for CP to move WDZ from Tuscola, Ill., to Decatur, Ill., subject to approval by CAA of trans. site and ant. system. WDZ operates on 1050 kc 1 kw D. Commr. Durr issued dissenting opinion in which Chairman Coy concurred.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

KRSC-TV Seattle, Wash.—Granted petition for continuance of hearing on application for extension of completion date; hearing continued from 4/28 to 6/1 at Washington.

WPAB Ponce, P. R.—Granted petition for continuance of hearing on renewal of license application; hearing continued from 5/5 to 6/7 at Washington.

KWIS San Francisco—Granted petition for continuance of hearing on application for extension of completion date; hearing continued to 5/10 at Washington.

Leland Holzer, Los Angeles—Deferred action on petition for leave to amend application for CP.

Floral City Bcstg. Co., Monroe, Mich.—Granted petition for leave to amend application for CP to specify 1430 kc 500 w D in lieu 1440 kc 250 w D, install DA system; accepted amendment and removed application from hearing docket; further ordered that application of Pellegrin & Smeby, Detroit, be removed from hearing docket.

Steel City Bcstg. Co., Gary, Ind.—Granted in part petition insofar as it requests leave to amend application for CP to specify trans. site in lieu of site to be determined, accepted amendment; denied insofar as it requests removal from hearing docket; dismissed insofar as it requests grant without hearing.

The Orange Belt Station, Arlington, Calif.—Granted petition for leave to amend application for CP to specify 910 kc 500 w D at Redlands, Calif., in lieu 1410 kc 250 w D at Arlington, Calif., accepted amendment, and removed application from hearing docket; further ordered that application of John H. Poole, Santa Ana, Calif., be removed from hearing docket.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for leave to amend application for CP to show changes in officers, directors and stockholders in United Garage & Service Corp., stockholder; accepted amendment.

Lewis Wiles Moore, Glendive, Mont.—Granted in part petition insofar as it requests leave to amend application for CP to specify 1400 kc 250 w unl. in lieu 1240 kc 250 w unl., to reduce vertical lead in ant., to specify new type frequency monitor, to reduce length of ground radials, to determine site and substitute an engineering report with respect to such changes, accepted amendment; removed application from hearing docket; dismissed petition insofar as it requests reconsideration and grant.

The Capital Bcstg. Co., Annapolis, Md.—Granted petition to reopen record in proceeding on petitioner's application and John F. Kramer, Cambridge, Md., for sole purpose of receiving into record affidavit correcting certain population estimates; received into record said affidavit, and closed record.

WFMJ Youngstown, Ohio—Granted petition for leave to amend application for mod. CP to revise DA to specify six towers in lieu of four, accepted amendment, and removed application from hearing docket.

Redlands Bcstg. Co., Redlands, Calif.—Granted petition for leave to amend application for CP to specify 500 kc 500 w D in lieu 990 kc 250 w D, accepted amendment and removed application from hearing docket. Dismissed as moot petition requesting 30-day continuance of hearing on petitioner's application and that of Orange Empire Bcstg. Co., Redlands, Calif.

Harold O. Bishop, Harrisburg, Pa.—Granted petition to extent that it requests amendment of application to change technical data with respect to operation of metropolitan station at Harrisburg on Channel 8, accepted amendment to above-mentioned respect; denied petition in all other respects.

The Smith Davis Corp., New York—Dismissed as moot petition for leave to intervene in proceeding on applications for assignment of license of WOOD.

Tower Realty Co., Baltimore—At request of counsel, dismissed petition for leave to amend application for CP and removal from hearing docket.

Parish Bcstg. Corp., Minden, La.—Granted petition for continuance of hearing on application for CP; hearing continued from 4/27 to 6/3 at Washington.

KTSW Emporia, Kan.—Granted petition for continuance of hearing on order to show cause; hearing continued from 4/26 to 6/24 at Washington.

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted petition for authorization to take deposition, consisting of written interrogatories at Birmingham, England, in proceeding on application for CP.

WLBC Muncie, Ind.; WJOL Joliet, Ill., and WSOY Decatur, Ill.—Granted joint petition for continuance of hearing on application of Journal Review, Crawfordsville, Ind.; hearing continued from 4/27 to 5/27 at Washington.

WSIV Pekin, Ill.—Granted petition for continuance of hearing on application for CP; hearing continued from 4/27 to 6/25 at Washington.

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—Granted request to

(Continued on page 56)

WMBG

SCORES ANOTHER FIRST

W TELE VISION RICHMOND

The First Television Station In Richmond and Virginia Started Test Patterns—March 29, 1948

Inaugural Night Witnessed 5 Hours of Television Programs on April 22, 1948

WTVR - *FIRST IN RICHMOND AND VIRGINIA*

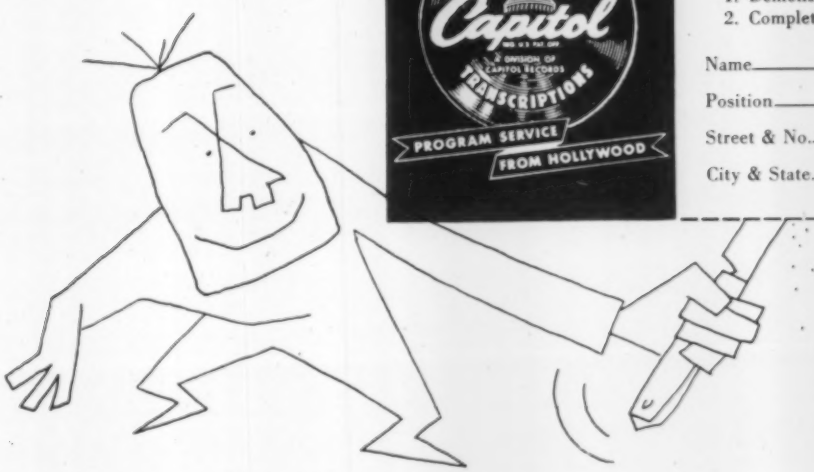
NBC TELEVISION AFFILIATE

A SERVICE OF WMBG

The Station of Progress

NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY



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Sunset & Vine
Hollywood 28, California

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1. Demonstration Transcription describing Service.
2. Complete details and cost.

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Street & No._____

City & State_____

B–53

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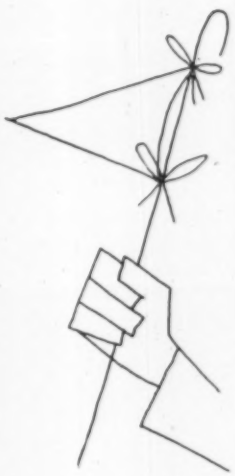


CAPITOL LIBRARY SCORES FOR WMOB
Mobile Alabama

Writes WMOB: "At the present time, we have the following programs SOLD out of the Capitol library: Music From Hollywood, Eddie LeMar, Jan Garber, Alvino Rey. We are very happy with the library and are able to give the listening audience in Mobile something that they cannot get on any other radio station in Mobile."

Capitol gives you dozens of top flight stars, including Peggy Lee, King Cole Trio, Alvino Rey, Stan Kenton, Johnny Mercer, Hal Derwin, King Sisters, Duke Ellington, Tex Ritter, Merle Travis and Gene Krupa.

There's plenty of variety in the library of 3000 numbers (with more added regularly); plenty of freshness in the 35 hours of programming provided each week.

Completely detailed format catalogue and simplified filing system—plus ingenious cross-indexes—make everything finger-tip convenient. Special music for commercials, special voice recordings of the stars, so your announcers can "talk" with them.

A *terrific* library! A real business getter. Send coupon for full details. No obligation!

New vital link

ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

• With it—your signal from studio to transmitter now rides on air!

With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.

With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*

Limiting Amplifier designed by General Electric for efficiency *plus*. Like all G-E audio equipment, it fits into standard cabinet rack.

G-E two-studio Consolette contains all controls needed for split-second control of two studios, an announce booth, two turntables, eight remote lines.

S-T TRANSMITTER

- Conservatively rated 10 watts output. Continuously adjustable 1 to 10 watts, for maximum tube life.
- Remarkably easy installation.
- Single unit. Entire transmitter is complete within its cabinet. All maintenance done under comfortable indoor conditions.
- Low power consumption: 675 watts total input.
- Can be tuned and adjusted without special test equipment.
- Instant accessibility. All meter and tuning controls immediately at hand when front doors are open.
- Rear doors interlocked for maximum safety to personnel.
- Simple and easy to change tubes.
- Full overload protection with automatic reclosure in case of momentary power supply failure.
- External pre-emphasis unit for cabinet rack mounting.

WHAT THE SYSTEM DOES FOR YOU . . .

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - —Less than 1% distortion from 50 to 15,000 cycles.
  - —Noise level better than 65 db.
  - —Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.

XUM

for dependable broadcasting

S-T RECEIVER

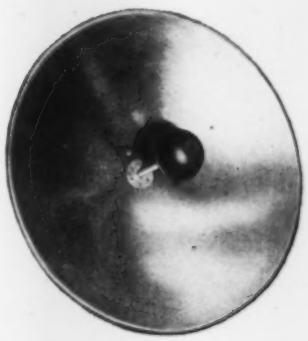
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

10-KW FM Transmitter. A famous member of a famous family. Skillfully engineered and sturdily built—a dependable unit that has helped to bring continuing FM leadership to General Electric.

Circular FM Antenna—provides high power gain with low wind loading. This strong "Doughnut" antenna is available in 1, 2, 4, 6 and 8 bay models.

S-T ANTENNAS

- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.



ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

SYRACUSE 1, N. Y.—Syracuse 6-4411
SALT LAKE CITY 9, UTAH—200 South Main Street

For fast service call G. E.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-G1E-6914

The Blonde from Blytheville

She's a friend of ours.

She lives up in Arkansas, one of the rich regions that makes this a TWO-BILLION DOLLAR market.

And there are thousands more throughout Arkansas, Mississippi, and Tennessee who are loyal friends of WMC, the Memphis NBC outlet since 1923.

They've formed the pleasant habit of listening to WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television).

Your Branham man will tell you about 5000 watts day and night, 790 kilocycles, and all the facts and figures that make WMC your best buy in Memphis and the Mid-South.

FCC Actions

(Continued from page 52)

Decisions Cont.:

amend application to show withdrawal of James J. Weismann as stockholder and subscriber, and add related information.

KGDB Tyler, Tex.—Granted request to intervene in proceeding on applications of Center Bcstg. Co. and Shelby Bcstg. Co.

KPLC Lake Charles, La.—Granted petition for leave to intervene in consolidated proceeding on applications of Continental Bcstg. Co., et al.

Kansas City Bcstg. Co. Inc., Kansas City, Mo.—Denied petition insofar as it requests authority to take depositions of Messrs. Zimmerman, Childers and Crockett; but insofar as petition requests authority to take depositions of Jennie Kane, Darrell F. Cross and interrogatories to Cloys Pigg, it is granted.

Radio Television of Baltimore Inc., Baltimore—Dismissed at request of counsel, petition for leave to amend application for FM station.

Panhandle Bcstg. Corp., Amarillo, Tex.—Granted petition insofar as it requests leave to amend its application to show issuance of additional stock and changes in officers, etc., denied insofar as it requests enlargement of issues.

Commission on April 21 designated for oral argument on May 4, following cases: 1st—Fostoria Bcstg. Co., Fostoria, Ohio; Mansfield Journal Co., Mansfield, Ohio; and Lorain Journal Co., Lorain, Ohio; 2nd—Mansfield Journal Co., Mansfield, Ohio; 3rd—Harding College (WHBQ), Memphis, Tenn.

April 26 Applications . . .

ACCEPTED FOR FILING

Acquisition of Control

KDON Monterey, Calif.—Voluntary acquisition of control of licensee corporation from Robert A. Griffin to Salinas Newspapers Inc.

Assignment of License

KLOK San Jose, Calif.—Voluntary assignment of license from E. L. Barker, Claribel Barker, T. H. Canfield, Opal A. Canfield and Charles M. O'Brien, Jr., d/b as Valley Broadcasting Company to E. L. Barker, Claribel Barker, T. H. Canfield and Opal A. Canfield, d/b as Valley Broadcasting Company.

License for CP

KSUH Susanville, Calif.—License to cover CP new standard station.

WNLK Norwalk, Conn.—License to cover CP new standard station.

AM—1380 kc

The Colorado Bcstg. Co., Englewood, Col.—CP new standard station 1380 kc 1 kw D.

AM—690 kc

William J. Brennan, Jacksonville, Fla.—CP new standard station 690 kc 5 kw D. AMENDED to change power from 5 kw D to 25 kw DN, hours from D to unl.; install DA-N; change name of applicant from William J. Brennan to William J. Brennan, Cyril G. Brennan, Daniel M. Brennan and James F. Brennan, partnership, d/b as Brennan Bcstg. Co.

Assignment of License

WHUM Reading, Pa.—Voluntary assignment of license from Eastern Radio Corp. (New York corporation) to Eastern Radio Corp. (Pennsylvania corporation).

Modification of CP

KPAC Port Arthur, Tex.—Mod. CP increase power, etc., for extension of completion date.

KIBH Seward, Alaska—Mod. CP new standard station for extension of completion date.

KTLW Texas City, Tex.—Same.

KNAK Salt Lake City, Utah—Mod. CP which authorized change frequency, increase power, etc., for extension of completion date.

AM—1490 kc

Culpeper Bcstg. Corp., Culpeper, Va.—CP new standard station 1490 kc 250 w unl.

Modification of CP

WFAX Falls Church, Va.—Mod. CP new standard station for extension of commencement date.

License for CP

WRFW Eau Claire, Wis.—License to cover CP new standard station.

Modification of CP

WLDY Flambeau Township, Wis.—Mod. CP new standard station for extension of completion date.

KFI-FM Los Angeles—Mod. CP new FM station to change ERP to 286.8 kw, ant. height above average terrain to 2,364 ft., and make changes in ant. system.

License for CP

WAMS Wilmington, Del.—License to cover CP new standard station.

WQXI Buckhead, Ga.—Same.

AM—1230 kc

Maplewood Bcstrs. Inc., Maplewood, Mo.—CP new standard station 1230 kc 250 w unl. Contingent on WIL being granted change of facilities.

AM—1010 kc

Highlands Bcstg. Co., Canton, N. C.—CP new standard station 1010 kc 1 kw D.

Carolina Bcstg. System Inc., Greenville, N. C.—CP new standard station 1270 kc 1 kw D.

AM—1290 kc

Logan Bcstg. Corp., Logan, W. Va.—CP new standard station 1290 kc 1 kw-N 5 kw-D DA-1 unl.

AM—1580 kc

Watertown Radio Inc., Watertown, Wis.—CP new standard station 1580 kc 250 w D. AMENDED re change in officers, directors and stockholders.

Modification of CP

G. W. Covington Jr., Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KRE-FM Berkeley, Calif.—Same.

Acquisition of Control

KDON-FM Monterey, Calif.—Voluntary acquisition of control of CP from Robert A. Griffin to Salinas Newspapers Inc.

Assignment of CP

KLOK-FM San Jose, Calif.—Voluntary assignment of CP new FM station to E. L. Barker, Claribel Barker, T. H. Canfield and Opal Canfield d/b as Valley Bcstg. Co.

Modification of CP

WGAU-FM Athens, Ga.—Mod. CP new FM station for extension of completion date.

WATL-FM Atlanta, Ga.—Mod. CP new FM station to increase ERP from 40 kw to 44 kw; decrease ant. height above average terrain to 304 ft. and decrease overall height above ground to 360 ft.

WLAG-FM La Grange, Ga.—Mod. CP new FM station to change completion date from 6-6-48 to 12-6-48.

WHBF-FM Rock Island, Ill.—Mod. CP new FM station to change ERP to 36 kw, ant. height above average terrain to 400 ft. and make changes in ant. system.

License for CP

WSRK Shelbyville, Ind.—License to cover CP new FM station.

Modification of CP

KXEL-FM Waterloo, Iowa—Mod. CP new FM station for extension of completion date.

WACE Chicopee, Mass.—Same.

WLLH-FM Lowell, Mass.—Same.

WJBK-FM Detroit, Mich.—Mod. CP new FM station to change ERP to 30.13 kw, ant. height above average terrain to 443 ft.; make changes in ant. system.

WIBM-FM Jackson, Mich.—Mod. CP new FM station for extension of completion date.

WFPG-FM Atlantic City, N.J.—Same.

WHFM Rochester, N. Y.—Mod. CP new FM station to change ant. height above average terrain to 503 ft.; make changes in ant. system.

WISR-FM Butler, Pa.—Mod. CP new FM station for extension of completion date.

WJKT Johnstown, Pa.—Same.

WPPA-FM Pottsville, Pa.—Same.

KCOH-FM Houston, Tex.—Same.

TV—82-88 mc

M. R. Schacker, Sacramento, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.5 kw, aur. 0.75 kw unl.

M. R. Schacker, Santa Barbara, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.5 kw, aur. 0.75 kw unl.

TV—174-180 mc

KLZ Bcstg. Co., Denver, Col.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 2.3 kw, aur. 1.15 kw unl. AMENDED to change ERP to vis. 23 kw, aur. 11.5 kw.

Modification of CP

WTVO Detroit, Mich.—Mod. CP new commercial television station to change ERP from vis. 14.26 kw, aur. 7.51 kw to vis. 16.53 kw, aur. 8.28 kw.

WTVO Detroit, Mich.—Mod. CP new commercial television station for extension of completion date.

APPLICATION RETURNED

License for CP

KVSO-FM Ardmore, Okla.—License to cover CP new FM station.

APPLICATION DISMISSED

Modification of CP

WIRK West Palm Beach, Fla.—Mod. CP change hours, etc. DISMISSED Apr. 22.

TENDERED FOR FILING

TV—186-192 mc

Homer W. Snowden d/b as Denver Television Co., Denver, Col.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.9 kw.

TV—82-88 mc

Oregonian Pub. Co., Portland, Ore.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20.7 kw, aur. 10.3 kw.

TV—186-192 mc

Howard W. Davis tr/as The Walmac Co., San Antonio, Tex.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 22.731 kw, aur. 11.356 kw.

TV—198-204 mc

Tidewater Television Co., Norfolk County near Norfolk, Va.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 2.8 kw, aur. 1.4 kw.

TV—66-72 mc

WTAR Radio Corp., Norfolk, Va.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 24.248 kw, aur. 12.124 kw.

Transfer of Control

WIBB Macon, Ga.—Consent to transfer of control of permittee corporation from Thomas Carr, Robert D. Tisinger, Roy Richards, J. E. Duncan, Nathan W. Brandon and Robert Brett, to Thomas Carr, Thomas Maxwell and Oliver Thornburg.

AM—1230 kc

KRUS Ruston, La.—CP change fre-

(Continued on page 58)

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

HOW TO MAKE ONE DOLLAR WORK HARD IN RADIO

WHAT CHECK have you on the *results* your advertising dollar gets for you in radio? A good way of measuring sales effectiveness is to ask *local* advertisers their experience with a given station. Here's what some of CFRB's local advertisers say (Complete statements upon request.)

"CFRB has brought customers into my stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families." *Jack Fraser, President of Jack Fraser Stores Ltd.*

"We have found that our CFRB advertising brings us new customers for coal, oil burners and other heating equipment. It keeps our old customers coming back year after year." *Elias Rogers Coal Co. Ltd.*

"I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls and the written enquiries that come in are a good barometer of CFRB following." *Ann Adam—Ann Adam Homecrafters.*

CFRB offers you *more listener per dollar* than on any other station in the Toronto area. Compare our Bureau of Broadcasting Measurement standing and our Elliot-Haynes ratings with those of other stations.

A breakdown of latest figures shows that ONE DOLLAR buys on CFRB:

1,864 potential radio homes after 7 p.m. (54c per 1000 potential homes).

2,795 potential radio homes between 6 and 7 p.m. (36c per 1000 potential homes).

3,525 potential radio homes at other times (28c per 1000 potential homes).

All these radio homes are in Canada's richest market. The listeners in these homes *do* hear and act upon CFRB sales messages. Make *your* advertising dollar work harder—on CFRB!

CFRB **TORONTO**

REPRESENTATIVES:
UNITED STATES
Adam J. Young Jr. Incorporated
CANADA
All-Canada Radio Facilities Limited

Ontario's Favorite Radio Station

A Plus Buy in a Plus Market

WHAM

BEAMED DIRECTLY INTO 900,000 PLUS RADIO HOMES

ROCHESTER—home of above average families working in highly skilled and widely diversified industries

PLUS—43 rich and prosperous Western New York counties

PLUS—WHAM'S newly completed 50,000 watt transmitter and antenna (most powerful in the area)

PLUS—Rochester Radio City, new million dollar home of WHAM-WHFM

YOUR BEST BUY FOR COVERAGE AND PENETRATION IN THIS BIG-TIME, RICH MARKET

WHAM

ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

FCC Actions

(*Continued from page 56*)

Applications Cont.:

quency from 1490 kc to 1230 kc (Contingent on KNOE change in facilities).

AM—1280 kc

Frank Quinn, Albuquerque, N. M.—CP new standard station 1280 kc 1 kw D.

TV—180-186 mc

Southwestern Pub. Co., Tulsa, Okla.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 24.13 kw, aur. 12.7 kw.

TV—172-180 mc

Express Pub. Co., San Antonio, Tex.—CP new commercial television station on Channel 7, 172-180 mc, ERP vis. 26.24 kw, aur. 12.12 kw.

AM—1340 kc

Southwestern Pub. Co., Springdale, Ark.—CP new standard station 1340 kc 250 w unl.

AM—1210 kc

William Solon Snowden d/b as Sapulpa Bcstg. Co., Sapulpa, Okla.—CP new standard station 1210 kc 250 w D.

WVNA Indianapolis—Mod. CP new FM station for extension of completion date.

WRXW Louisville, Ky.—Mod. CP new FM station to change ERP to 16.7 kw, ant. height above average terrain to 510 ft. and make changes in ant. system.

License for CP

WFMY Greensboro, N. C.—License to cover CP new FM station.

Modification of CP

KGKL-FM San Angelo, Tex.—Mod. CP new FM station for extension of completion date.

TV—66-72 mc

WKY Radiophone Co., Oklahoma City—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 12.4 kw, aur. 6.2 kw unl.

Assignment of License

KBTV Dallas, Tex.—Consent to involuntary assignment of CP for television station KBTV to Lawson Lacy, executrix of estate of Rogers Lacy, and Tom Potter d/b as Lacy-Potter Television Bcstg. Co.

April 27 Decisions . . .

By COMMISSION EN BANC

License Renewal

Granted renewal of licenses for following stations for period ending May 1, 1951: WOAI San Antonio, Tex.; KFVD Los Angeles; WWOL Lackawanna, N. Y.; WLOA Braddock, Pa.; WJJD Chicago; KGYW Vallejo, Calif.; WTAM Cleveland; KSL Salt Lake City; WIBG Philadelphia; WWVA Wheeling, W. Va.; KXLA Pasadena, Calif.; WINS (and aux.) New York; WTIC Hartford, Conn.; WPRA Mayaguez, P.R.; WRFS Alexander City, Ala.; WHN New York; WRVA (and aux.) Richmond, Va.; KOMO Seattle, Wash.; WIBV Belleville, Ill.; WTOD Toledo, Ohio; WMUS Muskegon, Mich.; WABJ Adrian, Mich.

Granted renewal of licenses for following FM stations for periods shown: WWJ-FM Detroit, to 3-1-50; WBCA Schenectady, to 12-1-48; WBRL Baton Rouge, La., to 3-1-51; WDRC-FM Hartford, Conn., to 3-1-49; WELD Columbus, Ohio, to 3-1-50; WFIL-FM Philadelphia, to 12-1-48; WGNB Chicago, to 3-1-51; WHEF Rochester, N. Y., to 3-1-50; WHFM Rochester, N. Y., to 3-1-51; WIP-FM Philadelphia, to 3-1-49; WJLB-FM Detroit, Mich., to 3-1-51; WMGM New York, to 12-1-48; WMLL Evansville, Ind., to 3-1-49; WMOT Pittsburgh, to 3-1-49; WNBC-FM New York, to 3-1-50; WNBF-FM Binghamton, N. Y., to 12-1-48; WQXR-FM New York, to 3-1-50; WTAG-FM Worcester, Mass., to 3-1-50; WTIC-FM Hartford, Conn., to 3-1-50; WTMJ-FM Milwaukee, to 3-1-49.

License Extension

WHAM (and aux.) Rochester, N. Y.—Granted temp. extension of license for main and aux., to Sept. 1 (pending receipt of additional information).

By Commissioner Sterling

WDSM Superior, Wis.—Granted petition insofar as it requests removal from hearing docket of application for CP.

KONO San Antonio, Tex.—Granted petition for continuance of hearing on application of Community Bcstg. Co., Corpus Christi, Tex.; hearing continued to May 17 at Washington.

Orange Empire Bcstg. Co., Redlands, Calif.—Ordered change of place of hearing on application from Redlands to Los Angeles, and change in date of hearing from May 10 to May 17.

BY THE SECRETARY

WHOP Hopkinsville, Ky.—Granted CP to mount FM ant. on top of AM tower.

KECA-TV Los Angeles—Granted mod. CP to change studio location, change type equipment, increase ERP from vis. 4.5 kw, aur. 2.7 kw to vis. 29.75 kw, aur. 14.8 kw and change ant. system.

Following were authorized extension of completion dates as shown: KGA Spokane, Wash., to 5-20-48; WTDS Toledo, Ohio, to 5-16-48; WTHS Miami, Fla., to 10-14-48; WJPF-FM Herrin, Ill., to 6-30-48; WABB-FM Mobile, Ala., to 6-1-48; KSFH San Francisco, to 10-5-48; WSB-FM Atlanta, Ga., to 8-1-48; WKRZ-FM Oil City, Pa., to 7-26-48; WJAR-FM Providence, R. I., to 8-12-48.

WGBG Greensboro, N. C.—Granted mod. CP to make changes in vertical ant.

KMON Montana Farmer Bcstg. Corp., Great Falls, Mont.—Granted mod. CP to change type towers.

KDDD Dumas, Tex.—Granted mod. CP to change type trans.

Following were authorized extension of completion dates as shown: WRUN Utica, N. Y., to 7-29-48; WRAL-FM Raleigh, N. C., to 8-17-48; WUSE Philadelphia, to 6-10-48.

KMAE McKinney, Tex.—Granted license for new station 1600 kc 500 w D.

KAUS Austin, Minn.—Granted mod. CP to change type trans. and specify studio location.

KTLA Hollywood—Granted extension of completion date to 10-22-48.

WPB-FM Miami, Fla.—Granted extension of completion date to 5-16-48.

WEAT Lake Worth, Fla.—Granted license for new station 1490 kc 250 w unl.

WANN Annapolis, Md.—Granted license install. new trans.

WNAO Raleigh, N. C.—Granted license for new station 850 kc 5 kw DA-N unl.

WVIM Vicksburg, Miss.—Granted license for new station 1490 kc 250 w unl.

KWWL Waterloo, Iowa—Granted license for new station 1320 kc 1 kw D.

WCNB-FM Connersville, Ind.—Granted license for new FM station 100.3 mc, Channel 262, ERP 7.7 kw, ant. height above average terrain 245 ft.

WCBT Roanoke Rapids, N. C.—Granted CP reinstate CP changes in vertical ant. and mount FM ant. on top of AM tower, to be operated on 1230 kc 250 w unl.

WAIM Anderson, S. C.—Granted CP reinstate CP install. new vertical ant. and mount FM ant. on top of AM tower, to be operated on 1230 kc 250 w unl.

WKTM Mayfield, Ky.—Granted mod. license to change studio location to 813 Broadway.

Following were authorized extension of completion dates as shown: KVSM-FM San Mateo, Calif., to 8-22-48; WSLB-FM Ogdensburg, N. Y., to 8-19-48; WPAD-FM Paducah, Ky., to 6-12-48; WJDX-FM Jackson, Miss., to 5-15-48; WSKY-FM Asheville, N. C., to 7-13-48; KYSM-FM Mankato, Minn., to 6-1-48; KSPI-FM Stillwater, Okla., to 7-15-48; WMCK-FM McKeesport, Pa., to 5-16-48; WCAO-FM Baltimore to 6-10-48; WOC-FM Davenport, Iowa, to 6-12-48; WKYC Paducah, Ky., to 8-15-48; WBOC-FM Salisbury, Md., to 5-14-48; WRWR New York, to 10-13-48; WHYN-FM Holyoke, Mass., to 7-1-48; KPRA Portland, Ore., to 6-10-48; WTIC-FM Hartford, Conn., to 7-15-48; KRPO Riverside, Calif., to 8-16-48; WBAB-FM Atlantic City, N. J., to 11-1-48; WHMB Washington, D. C., to 7-3-48; WITH-FM Baltimore, to 7-15-48; WBRK-FM Pittsfield, Mass., to 6-17-48.

Edwin H. Armstrong, Alpine, N. J.—Granted CP new experimental television station; frequencies to be assigned by Commission's chief engineer; operating power 50 kw.

WGHF New York—Granted license for new FM station; frequency 101.9 mc, Channel 270, ERP 10.3 kw, ant. height above average terrain 650 ft.

KHON Honolulu, T.H.—Granted license for change frequency, increase power and install new trans. Granted license to use old main trans. for aux. with 250 w.

RadiOhio Inc., area Columbus, Ohio—Granted mod. license for operation of remote pickup stations WELE WJKF WBSH WGBD WJLF in conjunction with FM station WELD and AM station WBNS beginning May 1.

Scripps-Howard Radio Inc., area Cincinnati, Ohio—Granted CP for two experimental television relay stations.

One for All

EMPLOYES of CHUM Toronto stand to gain financially from the announcement by Station Manager Rolly Ford that a profit sharing plan would be put into effect immediately. At the station's present rate of progress, it was said that each employe should receive a share of the profits equivalent to 20% of his earnings. As an added incentive, staff members will get an additional 10% of all station revenue exceeding the station's 1948 sales quota. In his explanation to employes, Mr. Ford said, "From today on we are all working for one another. We share the rewards as well as the labor. It is now up to us to make this the best station to work for in Canada."

Following were authorized extension of completion dates as shown: WGBS-FM Miami, Fla., to 7-12-48; KWGS Tulsa, Okla., to 10-8-48; WNXC Lima, Ohio, to 6-22-48; WEST-FM Easton, Pa., to 7-20-48; WHBC-FM Canton, Ohio, to 8-7-48; WDLB-FM Marshfield, Wis., to 10-1-48; WEHS Cicero, Ill., to 7-1-48; KQW-FM San Jose, Calif., to 11-5-48; WCAE-FM Pittsburgh, to 6-15-48; WJLB-FM Detroit, to 8-1-48; WGBG-FM Greensboro, N. C., to 7-13-48; KSMO-FM San Mateo, Calif., to 7-23-48; WWDX Passaic, N. J., to 6-15-48; WMOB-FM Mobile, Ala., to 7-1-48; KFH-FM Wichita, Kan., to 8-4-48; WRNY-FM Rochester, N. Y., to 10-30-48; WMAL-FM Washington, D. C., to 6-5-48; WFMR New Bedford, Mass., to 10-16-48.

By Commissioner Sterling

KFJI Klamath Falls, Ore.—Granted petition to continue hearing in dockets 7490, et al; hearing continued from May 3 to June 1 at Washington.

Weber County Service Co., Ogden, Utah—Granted petition to dismiss without prejudice its application.

(*Continued on page 60*)

WSLI

JACKSON MISSISSIPPI

Ready to

Sow Some Oats?

A record crop of oats was harvested in Mississippi in 1947—nearly 2 million bushels over 1946! The crop value amounted to over $13 million—and that's a yield!

Whatever you want to sow in Mississippi, *WSLI* is your medium for record yields. *WSLI* is the "Double Return" station in a profitable market—Mississippi!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

Western Electric

1304 TYPE REPRODUCER SET

Makes your finest discs sound better!

LOWEST DISTORTION

You get your high frequencies *without introducing fuzz.*

MINIMUM FLUTTER

You get piano notes *without introducing wow.*

NEGLIGIBLE NOISE

You can boost bass response *without introducing rumble.*

Plus...

Features that make the 1304 tops in operating utility! Accurate playing time—less than 2 seconds' variation in 15 minutes. Fast pickup to stable speed, rapid slowdown. Quick, easy electrical speed change. Easy reproducer handling — *positive* protection against reproducer damage.

A NATURAL FOR FM!

If you're using FM, make the most of its possibilities! Start with well-cut recordings—then give them the finest in reproduction...with the 1304!

Plan to hear the 1304 Type Reproducer Set for yourself when you visit the NAB Convention. For early delivery, place your order now. Call your local Graybar Broadcast Representative for full details, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

ALSO AVAILABLE WITHOUT CABINET— OR WITHOUT REPRODUCER GROUP

If you have your own cabinet or table, the 304 Type Reproducer Panel is for you. Identical with the 1304 Set, but without the cabinet, it is supplied as a completely assembled unit, with all operating mechanism attached to the panel. Or, if you already own a 109 Type Reproducer Group, order the 305A Reproducer Panel (without 109 Type Group).

Distributed by Graybar — OFFICES IN 93 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.— Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

The QUA in WQUA means QUAlity Service and QUAntity Audience in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!
"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!
14.0
IN PORTLAND, ME.
(Hooper—Oct.-Feb., 1946-7)
Consistently Beats All Competition on Stations From Coast-to-Coast!
WRITE
FREDERIC W ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6 OHIO
Hollywood
New York • Chicago

FCC Actions

(Continued from page 58)

Decisions Cont.:

Nutmeg State Bcstg. Co., Waterbury, Conn.—Removed from hearing docket application for TV station.

WIL St. Louis—Continued hearing on application from 4-26 to 5-26-48 at Washington.

April 27 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new standard station 1460 kc 250 w D. AMENDED to change power to 1 kw.

AM—1490 kc

Highlands Bcstg. Co., Sebring, Fla.—CP new standard station 1490 kc 250 w unl. AMENDED to change frequency to 1340 kc.

Modification of CP

WIBB Macon, Ga.—Mod. CP new standard station for extension of completion date from 5-19-48 to 60 days after grant of application for transfer of control.

KSAL Salina, Kan. — Mod. CP increase power, etc., for extension of completion date.

License for CP

KATE near Albert Lea, Minn.—License to cover CP install new vertical ant., new trans. and change trans. and studio locations.

Relinquishment of Control

KTEN Wichita Falls, Tex.—Voluntary relinquishment of control of permittee corporation from M. B. Hanks, Houston Harte, Walter D. Cline and A. Boyd Kelley to M. B. Hanks and Houston Harte, 255 sh. of common stock—51%. Contingent upon KTRN being granted assignment of license.

Assignment of License

WJLS Beckley, W. Va.—Voluntary assignment of license from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

WKNA Charleston, W. Va.—Voluntary assignment of license from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

Transfer of Control

WKWK Wheeling, W. Va.—Voluntary transfer of control of licensee corporation from Joe L. Smith Jr. to Joe L. Smith Jr. Inc. 125½ sh. common stock —50.2%.

License for CP

WCOU-FM Lewiston, Me.—License to cover CP new FM station.

License Renewal

KOZY Kansas City, Mo.—License renewal FM station.

TV—76-82 mc

The Daniels & Fisher Stores Co., Denver, Col.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.7 kw, aur. 9.1 kw unl.

TV—210-216 mc

Warner Bros. Pictures Inc., Chicago—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 31.0 kw, aur. 15.5 kw unl.

TV—180-186 mc

Guy Gannett Bcstg. Services, Portland, Me.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 27.49 kw, aur. 13.75 kw unl.

TV—210-216 mc

KFEQ Inc, St. Joseph, Mo.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 2.33 kw, aur. 1.17 kw unl.

TV—192-198 mc

WAGE Inc., Syracuse, N. Y.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 30 kw, aur. 15 kw unl.

TV—180-186 mc

Southern Bcstrs. Inc., Richmond, Va.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 18.5 kw, aur. 19.3 kw unl.

Petition to Reinstate

The Valley Bcstg. Co., Steubenville, Ohio—CP new commercial television station on Channel 12, 204-210 mc, ERP vis 25.7 kw, aur. 12.86 kw unl. Petition for reinstatement of application for reconsideration and for amendment of Sec. 3.606 so as to allocate Channel 12 to Steubenville as well as Wheeling area.

TENDERED FOR FILING

TV—180-186 mc

The Metropolis Co., Jacksonville, Fla. CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 25.1 kw, aur. 13.2 kw.

TV—82-88 mc

Peoria Bcstg. Co., Peoria, Ill.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 17.22 kw, aur. 8.61 kw

TV—180-186 mc

Meredith Pub. Co., Syracuse, N. Y.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 15 kw, aur. 7.5 kw.

AM—800 kc

Delta Bcstrs. Inc., Thibodaux, La.—CP new standard station 800 kc 250 w D.

Assignment of CPs

WTAO WXHR Cambridge, Mass.—Consent to assignment of CPs for AM station WTAO and FM station WXHR to Middlesex Bcstg. Corp.

Reinstate CP

KELN Ely, Nev.—CP to reinstate CP as mod., operating on 1230 kc 250 w unl.

Assignment of License

WICY Malone, N. Y.—Consent to assignment of license to North Country Bcstg. Co. Inc.

April 28 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Granted renewal of licenses of following stations for period ending May 1, 1951: KYW Philadelphia; WGAY Silver Spring, Md.; KSTV Stephenville, Tex.; KTRM Beaumont, Tex.; KUSN San Diego, Calif.; KVSM San Mateo, Calif.; KWCO Chickasha, Okla.; KXRN Renton, Wash.; WANN Annapolis, Md.; WAUX Waukesha, Wis.; WBYS Canton, Ill.; WCAU (and aux.) Philadelphia; WFUR Grand Rapids, Mich.; WGAT Utica, N. Y.; WHOW Clinton, Ill.; WJMO Cleveland; WKAI Macomb, Ill.; WKTM Mayfield, Ky.; WLBB Carrollton, Ga.; WLCR Torrington, Conn.; WLDS Jacksonville, Ill.; WOAP Owosso, Mich.; WPTW Piqua, Ohio; WTNS Coshocton, Ohio; WTOP Washington, D. C.; KJBS San Francisco (Commissioner Durr for hearing); WAPI Birmingham, Ala.; WNOX Knoxville, Tenn.; WKNX Saginaw, Mich.; KAKC Tulsa, Okla.; WLIB New York; KCVR Lodi, Calif.; WMMJ Peoria, Ill.; KGBC Galveston, Tex.; WBCC Bethesda, Md.; WBZA (and aux.) Springfield, Mass.; KFBI Wichita, Kan.; KSDJ San Diego, Calif.; KWHK Hutchinson, Kan.; WBMS Boston; WIBC (and aux.) Indianapolis; WWSO Springfield, Ohio; WBET Brockton, Mass.

Petition for Reconsideration

WEGO Concord, N. C.—Granted petition for reconsideration and grant without hearing renewal application: removed from hearing docket and granted renewal of license for period ending Nov. 1, 1950.

Temporary Extension

WGAR (and aux.) Cleveland—Granted temp. extension of license to Sept. 1 pending outcome of investigation.

Granted temporary extension of following licenses to Sept. 1 pending receipt of further information: WSIV Pekin, Ill.; WEBC-FM Duluth, Minn.; KYOR San Diego, Calif.; KWEM West Memphis, Ark.; WKOW Madison, Wis.; WADE Wadesboro, N. C.; KSWI Council Bluffs, Iowa; WKNS Kinston, N. C.; WSTS Southern Pines, N. C.; WABZ Albemarle, N. C.; WSUA Bloomington, Ind.; KMBC-FM Kansas City; KYW-FM Philadelphia.

License Renewal

WGYN New York—Granted renewal of license for FM station for period ending March 1, 1951.

WOWO-FM Ft. Wayne, Ind.—Granted renewal of license for FM station for period ending March 1, 1950 (Comr. Durr for hearing).

SATISFIED CUSTOMERS
WOW Silver Dollar Promotion Goes Over Big

"I NEVER thought I'd own anything west of the Hudson River—but here I am," wrote Fred M. Stoutland of BBDO New York, in appreciation of being a "stakeholder" in WOW-Land. The Omaha station has been receiving such letters from all over the country as a result of its 25th anniversary stunt of placing a silver dollar in a Nebraska bank in the name of advertising men and women [BROADCASTING, April 5].

Bill Wiseman, WOW promotion manager, who dreamed up the idea, has been congratulated for all the favorable reaction. Among the 1,500 recipients of bank books, many plan to add their own funds from time to time, several will build nest eggs for their children. Most of the 200 participating banks sent letters to their new depositors welcoming them and soliciting additional funds.

Granted renewal of following developmental station licenses for period ending May 1, 1949: W4XAJ, The Atlanta Journal Co., Atlanta, Ga.; W1XHR, Harvey Radio Labs. Inc., Cambridge, Mass.; W1OXF W1OXR. National Bcstg. Co., New York; W1OXWA thru W1OXWE, Westinghouse Radio Stations Inc.; W9XEK, WHAS Inc., Eastwood, Ky.

Temporary Extension

W9XLZ, Gates Radio Co., Quincy, Ill.—Granted temp. extension of license to June 1, 1948, pending receipt of renewal application.

License Renewal

Granted renewal of licenses of following stations for period ending May 1, 1951: KAYX Waterloo, Iowa; KBKI Alice, Tex.; KCTX Childress, Tex.; KCLE Cleburne, Tex.; KENT Shreveport, La.; KGRI Henderson, Tex.; KIMO Independence, Mo.; KING Seattle, Wash.; KIXL Dallas, Tex.; KLOU Lake Charles, La.; KNX Los Angeles; KORC Mineral Wells, Tex.; KSTA Coleman, Tex.

April 28 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

Southwestern Pub. Co., Springdale, Ark.—CP new standard station 1340 kc 250 w unl.

AM—1450 kc

Bethesda Camp Meeting Grounds, Anaheim, Calif.—CP new standard station 1450 kc 100 w unl.

(Continued on page 62)

Oklahoma's Strongest
LISTENING HABIT
WKY OKLAHOMA CITY
Represented by the Katz Agency, Inc.
Develops Strong
BUYING HABITS

WNEW, "America's Razzle Dazzle Station," proudly pops its top as VARIETY doffs a boff 'Showman' Award for "fabulous" '47 parlay of B. O., pubserv & whiz biz. "Most copied" operation's fourth kudo cues sock citation on "How To Run A Radio Station."

Indubitably, Your No. 1 Purchase in New York

WNEW

Represented by
John Blair Esq. & Co.

Undisputed Sales Facts

When you think of **FM** in **Kansas City** you naturally think of **KOZY.**

No other **FM** station is as well known in or outside of **Kansas City.**

Why? . . . Because **KOZY** *has done the most* to make **Kansas City FM** conscious.

Therefore, **KOZY** is the choice station of the more than **20,000* FM** set Owners in the **Greater Kansas City FM Audience.**

*Survey by K. C. Electrical Institute, Dec. 1947.

Represented Nationally by
FM Reps, Inc.

"A DILLARD STATION"
Robert F. Wolfskill
Manager

Hon. Hal Winter
Grant Advertisnig, Inc.
New York City

Dear Hal:

See where some other people think same as I do when it comes to music.

Speakin' o' course of the Eddie Arnold program round-a-bout 6:45 am Tuesdays Thursdays and Saturdays . . . on WCHS . . . WCHS offered t' send a picture o' Eddie to the peple who wrote in . . . One week went by . . . had over 1300 letters . . . an that's from a 6:45 am program . . . What'd we do . . . Sent fer some more pictures . . . gonna try it agin . . . Sure glad I got mine . . . But I was ready fer 'em . . . I've seen them 5000 watts work at 580 before . . .

One thing's certain. People sure listen' to WCHS, round Charleston, West Virginia.

yrs. in CBS
Algy.

WCHS
Charleston, W. Va.

FCC Actions

(Continued from page 60)

Applications Cont.:

AM—990 kc

Orange Empire Bcstg. Co., Redlands, Calif.—CP new standard station 990 kc 1 kw D. AMENDED to change name of applicant from C. M. Brown, Edward I. Hoffman, E. Allen Nutter, William R. Quinn, Edward J. Roberts, Louis P. Scherer and James B. Stone, partnership, d/b as Orange Empire Bcstg. Co. to Orange Empire Bcstg. Co.

AM—1460 kc

California Bcstg. Co., Santa Monica, Calif.—CP new standard station 1460 kc 500 w D. AMENDED to change power to 1 kw.

AM—1410 kc

Christian County Bcstg. Co., Taylorville, Ill.—CP new standard station 1410 kc 250 w D. AMENDED to change power from 250 w to 1 kw, install DA.

AM—1570 kc

Home Bcstrs. Inc., Logansport, Ind.—CP new standard station 1570 kc 1 kw D.

Modification of CP

KTRI Sioux City, Iowa—Mod. CP change frequency, increase power etc. for extension of completion date.

AM—1590 kc

Twin Valley Bcstrs. Inc., Coldwater, Mich.—CP new standard station 1590 kc 1 kw DA-D.

AM—1440 kc

Pellegrin & Smeby, Detroit, Mich.—CP new standard station 1440 kc 1 kw D. AMENDED to change power to 500 w.

AM—1410 kc

WGRD Grand Rapids, Mich.—CP change hours from D to unl., change power from 1 kw D to 1 kw DA and install DA-N.

Modification of CP

WBBB Burlington, N. C.—Mod. CP increase power etc. for extension of completion date.

AM—1280 kc

Defiance Bryan Paulding Bcstg. Co., Defiance, Ohio—CP new standard station 1280 kc 500 w D.

AM—1210 kc

Sapulpa Bcstg. Co., Sapulpa, Okla.—CP new standard station 1210 kc 250 w D.

Modification of CP

WVAM Altoona, Pa.—Mod. CP new standard station for extension of completion date.

AM—1320 kc

WSCR Scranton, Pa.—CP change frequency from 1000 kc to 1320 kc, change hours from D to unl., increase 1 kw-D to 1 kw-D 500 w-N and install DA-N.

Modification of CP

KUCA-FM Siloam Springs, Ark.—Mod. CP new FM station to change frequency from 96.5 mc to 105.7 mc.

KROW-FM Oakland, Calif.—Mod. CP new FM station for extension of completion date.

KSON-FM San Diego, Calif.—Same.

License for CP

WEWS-FM Cleveland—License to cover CP new FM station.

Modification of CP

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of completion date.

Reinstate CP

WTSP-FM St. Petersburg, Fla.—CP to reinstate CP new FM station, which expired April 1.

Modification of CP

WSAV-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

WMAQ-FM Chicago—Same.

WTHI-FM Terre Haute, Ind.—Same.

KGLO-FM Mason City, Iowa—Same.

WCFR Fall River, Mass.—Same.

WRWR Albany, N. Y.—Mod. CP new FM station to increase ERP from 5.3 kw to 9.04 kw, decrease ant. height above average terrain to 315 ft.; increase overall height above ground to 352 ft.

Modification of CP

WFLY Troy, N. Y.—Mod. CP new FM station for extension of completion date.

KTEM-FM Temple, Tex.—Same.

Relinquishment of Control

KWFA Wichita Falls, Tex.—Voluntary relinquishment of control of permittee corporation from M. B. Hanks, Houston Harte, Walter D. Cline and A. Boyd Kelley to M. B. Hanks and Houston Harte. Contingent upon KTRM being granted assignment of CP.

Transfer of Control

WKWK-FM Wheeling, W. Va.—Voluntary transfer of control of permittee corporation from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

Modification of CP

WOSH-FM Oshkosh, Wis.—Mod. CP new FM station for extension of completion date.

WISN-FM Milwaukee—Same.

TV—186-192 mc

Aladdin Television Inc., Denver, Col.—CP new commercial television station on Channel 9 (186-192 mc) ERP vis. 31.6 kw, aur. 15.8 kw and unl.

Acquisition of Control

WTVJ Miami, Fla.—Voluntary acquisition of control of permittee corporation by Wolfson-Meyer Theatre Enterprises Inc., Mitchell Wolfson, Sidney Meyer, Frances Wolfson and Zenia Meyer from Robert G. Venn, Edward N. Claughton and Edward J. Nelson.

TV—180-186 mc

Southwestern Pub. Co., Tulsa, Okla.—CP new commercial television station on Channel 8 (180-186 mc) ERP vis. 24.13 kw, aur. 12.7 kw unl.

TV—174-180 mc

Express Pub. Co., San Antonio, Tex.—CP new commercial television station on Channel 7 (174-180 mc) ERP vis 26.24 kw, aur. 13.12 kw unl.

License for CP

Philco Television Bcstg. Corp., Philadelphia—License to cover CP new experimental television station.

Philco Television Bcstg. Corp., Philadelphia—License to cover CP new experimental television relay station.

TENDERED FOR FILING

TV—174-180 mc

Leonard A. Versluis, Grand Rapids, Mich.—CP new commercial television station Channel 7 (174-180 mc) ERP vis. 19.7 kw, aur. 9.85 kw.

TV—198-204 mc

Meredith Pub. Co., Rochester, N. Y.—CP new commercial television station on Channel 11 (198-204 mc) ERP vis. 37.6 kw, aur. 18.8 kw.

TV—204-210 mc

Tri-City Bcstg. Co., Bellaire, Ohio—CP new commercial television station on Channel 12 (204-210 mc) ERP vis. 27.0 kw, aur. 13.5 kw.

AM—610 kc

WKAN Kankakee, Ill.—CP change from 1320 kc to 610 kc, hours from D to unl, utilizing 1 kw and install DA-DN.

Assignment of License

WISH WISH-FM Indianapolis—Consent to assignment of license of AM station and CP for FM from Capitol Bcstg. Corp. to Universal Bcstg. Co. Inc.

WFDF WFDF-FM Flint, Mich.—Consent to assignment of license of AM station and CP for FM from Flint Bcstg. Co. to Trebit Corp.

Confirmed Hermit

RALPH EDWARDS, m.c. of *Truth or Consequences*, learned recently Greta Garbo really wants to be alone. The star was invited to be a mysterious personality similar to those in the Walking Man or Miss Hush contests. Miss Garbo refused and reportedly claimed she had never heard of Ralph Edwards, or the Walking Man. She reputedly listened to the radio only when President Roosevelt on Dec. 8th, 1941 asked for a declaration of war.

April 29 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for two Class A and four Class B FM stations: issued CPs for eight Class A and 20 Class B FM outlets; issued CPs in lieu previous cond. for two Class A and 14 Class B FM stations.

PROPOSED RULE

Adopted notice of proposed rule making to amend Class B FM allocation plan by substituting Channel 250 for Channel 227 now assigned to Hazelton, Pa. FCC indicated this would minimize interference which might be caused by WAZL-FM Hazelton to WIP-FM Philadelphia.

Extension Granted

Cur-Nan Co., Brockton, Mass.—Granted 90-day extension of time to complete construction of Class A station on cond. that station commence interim operation within such period.

ST Link

Rural Radio Network Inc., Ithaca, N. Y.—Granted CP new ST link station on 940-950 mc to be used with FM station WVFC Ithaca and granted temp. authority for 6 mos. for second STL also to be used with WVFC.

Authority Granted

WFMR New Bedford, Mass.— Granted 6 mo. authority to operate satellite FM trans. on exp. basis at New Bedford to augment service provided for main trans. site at Taunton, Mass.

License for CP

KFXD-FM Nampa, Ida—Granted license for new Class B FM station.

Designated for Hearing

Puerto Rico Communications Authority, San Juan, P. R.—Designated for hearing application for Class A FM station.

North Shore Broadcasting Co. Inc., Evanston, Ill.—Designated for hearing application for new Class B FM station in the consolidated proceeding with applications of Radio Station WAIT et al, applicants for Class B stations in Chicago area, hearing scheduled June 2 in Chicago.

(Continued on page 64)

a proven test market

RIGHT IN THE HEART OF OHIO

WMAN

MANSFIELD, OHIO

EASY TO CHECK ABC NETWORK

NATIONAL REPRESENTATIVES **TAYLOR-HOWE-SNOWDEN RADIO SALES**
NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO

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GET THE EXTRA VALUE OF
COMPLETE ENGINEERING ASSISTANCE

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TRANSMISSION LINE

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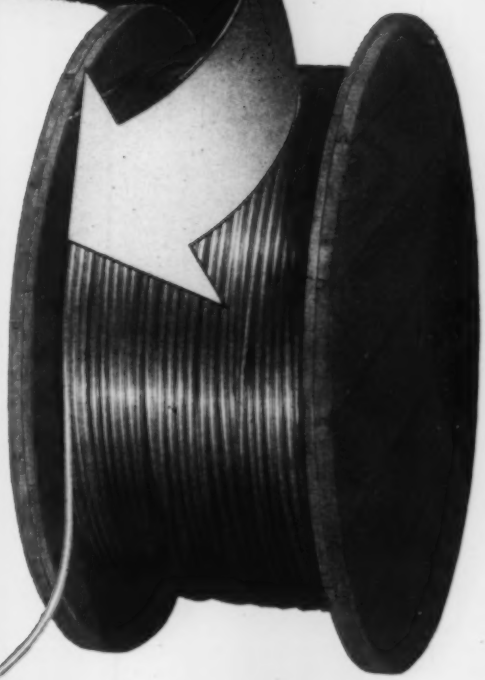
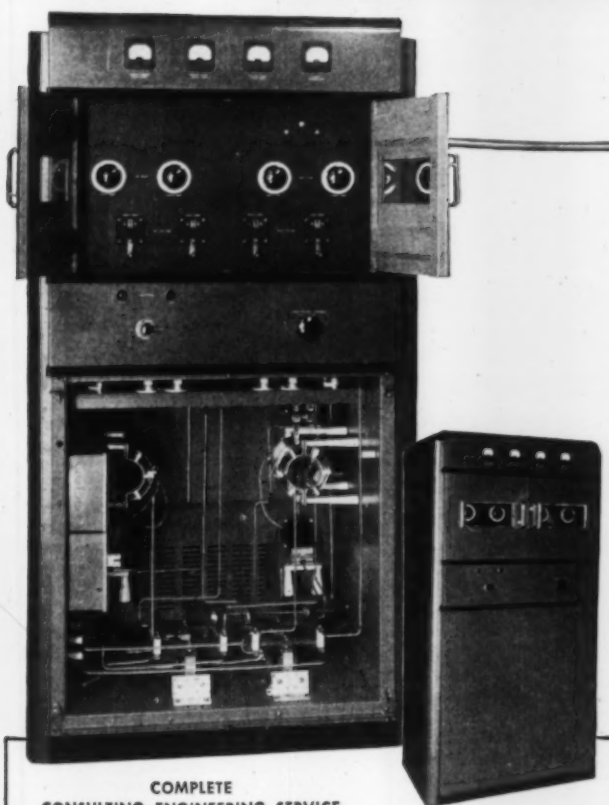




At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems.

From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

Supplying *"everything you need between transmitter and antenna"* for AM, FM and TV is the cornerstone on which the ANDREW reputation for competence, and completeness of service, has been built. It represents a sound, evolutionary growth which began when ANDREW pioneered in the development of the coaxial cable now so successfully used in 90% of radio installations. For this is ANDREW'S specialized field – a field in which Andrew continues to hold unchallenged leadership.

If getting on the air is your problem, let ANDREW make your job easier, your station more efficient. Write today!

COMPLETE CONSULTING ENGINEERING SERVICE ALSO AVAILABLE TO BROADCASTERS

ANDREW'S enlarged staff of consulting engineers is prepared to undertake all, or any part, of your installation program, including: preparation of FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys. Full details on request.

Andrew CORPORATION

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

WRITE FOR COMPLETE CATALOG.

FCC Actions

(*Continued from page 62*)

Decisions Cont.:

FM Grants Vacated

WPIK-FM Potomac Broadcasting Corp. Alexandria, Va.—Granted request to vacate con. grant for Class A FM station, and dismissed application.

WKDK Newberry Broadcasting Co. Newberry, S.C.—Granted request to vacate con. grant for Class B FM station, and dismissed application.

KSTE Mercury Broadcasting Co. San Antonio, Tex.—Granted request to vacate CP for Class B FM station, and dismissed application.

KFMJ-FM Fred Jones Broadcasting Co. Tulsa, Okla.—Same.

WCLR Airplane & Marine Instruments, Inc. Clearfield, Pa.—Same.

Noncommercial Educational

State of Wisconsin-State Radio Council, Delafield, Wis.—Granted application to replace CP for non-commercial educational FM station at Delafield, with studios at U. of Wis. Campus at Madison, specifying completion of construction date six months after grant. Also designated hearing before Comr. Coy on May 28 at Madison, application for CP new station, to determine whether ant. site and construction proposed in application would constitute undue hazard to air navigation.

WEHR Pennsylvania State College, State College, Pa.—Granted request to vacate and dismissed application FM CP without prejudice to its filing similar application in future.

TV—174-180 mc

Sunshine Television Corp. St. Petersburg, Fla.—Granted CP, new TV station; Channel 7 (174-180 mc), vis. 26.2 kw; aur. 13.1 kw; ant. 385 ft.

TV—210-216 mc

Voice of Alabama Inc. Birmingham, Ala.—Granted CP new TV station; Channel 13 (210-216 mc), vis. 26 kw; aur. 27.2 kw; ant. 875 ft.

Extension Granted

WNBK Cleveland—Granted extension of completion date of CP new TV station to Nov. 15.

WJAC-TV Jonhstown, Pa.—Granted extension of completion date of CP for new TV station to Oct. 31.

WBZ-TV Boston—Granted extension of completion date of CP for new TV station to June 23.

Hearing Designated

WHEC Inc., WARC Inc. and Meredith Pub. Co., Rochester, N. Y.—Designated for consolidated hearing three applications for TV station in Rochester metropolitan district.

License Renewal

The following stations were granted renewal of licenses for regular period: KALW San Francisco; WBEZ Chicago; WBKY Lexington, Ky.; WBOE Cleveland and WIUC Urbana. Ill.

Following stations were granted renewal of licenses for period ending May 1, 1951: KFMJ Tulsa; KLPR Oklahoma City; KRDU Dinuba, Calf.; KSCO Santa Cruz, Calf.; WHIM Providence; WHO Des Moines; WKOX Framingham, Mass.; WLIP Kenosha, Wis.; WLPO La Salle, Ill.; WMAP Monroe, N. C.; WRIB Providence.

WCFL Chicago—Granted renewal of license for regular period.

License Extension

WEAS Decatur, Ga.—Present license extended on temp. basis to Sept. 1, pending receipt and processing of renewal application.

WJVA South Bend, Ind.—Same.

WENA Bayamon, P. R.—Same.

WJVB Jacksonville Beach, Fla.—Present license extended on temp. basis to Sept. 1, pending receipt of additional information.

WWXL Peoria, Ill.—Same.

KIPA Hilo, T. H.—Same.

WNEW New York—Granted extension of temp. authority to operate station to Sept. 1, pending final action in Doc. 7318 case.

WBAL (and aux.) Baltimore, Md.—Granted extension of temp. authority to operate station to Sept. 1, pending final action in Doc. 7400 7972.

Hearing Designated

WMEX Boston—Adopted an order designating for consolidated hearing application for renewal of license and for transfer of control and adopted memorandum opinion and order denying petition fo WMEX "to Conform Procedure to Provisions of Sec. 9(b) of Administrative Procedure Act", and extended present license on temp. basis to Sept. 1.

Assignment of CP

KBGS St. Louis—Granted consent to assignment of CP from partnership composed of James H. Grove, Edwin W. Grove III and Wm. Blum Jr. to corp. composed of these three individuals together with Edw. E. Haverstick Jr., Frank E. Pellegrin and Franklin C. Salisbury, who acquire 40% of stock.

Assignment of License

KSDJ San Diego, Calf.—Granter consent to voluntary assignment of license from Clinton D. McKinnon to McKinnon Publications Inc., corp. in which McKinnon has majority interest, and is to be reimbursed $283,890. (Comr. Hyde for hearing).

KTOP Topeka, Kan.—Granted consent to assignment of license from Collinson & Wingate, partnership, to T. Hall Collinson tr/as Collinson Bcstg. Co., Wingate selling half interest for $34,027.75.

KATL Houston, Tex.—Granted consent to assignment of license from partnership to corp. which will be 90% owned by assignor partners, E. A. Stephens, Wm. H. Talbot and Fred Weber.

KBRO Bremerton, Wash.—Granted consent to assignment of license of AM station KBRO from Bruce Bartley and F. L. Pruitt (deceased) d/b as Bremerton Bcstg. Co., to surviving partner Bruce Bartley d/b as Bremerton Bcstg Co., 5% interest being transferred.

Relinquishment of Control

KCOH KCOH-FM Houston, Tex.—Granted consent to voluntary relinquishment of control of Call of Houston Inc. permittee of AM station KCOH and KCOH-FM, from Wm. A. Smith to E. C. Hughes and E. F. Hoffman with result that each of these stockholders will own 33 1-3% interest in permittee.

License Extension

KOZY-FM Kansas City—Granted temp. extension of license to Sept. 1 pending processing of renewal application.

WSM-FM Nashville, Tenn.—Granted temp. extension of license to Sept. 1 pending receipt of further information.

License Renewal

WEFM Chicago—Granted renewal of license for period ending March 1, 1951.

FCC Correction

Commission on April 27 adopted order correcting New York FM decision amending Paragraph 18c, page 35, to show ant. height of station granted to North Jersey Radio Inc. as 500 ft. instead of 550 ft.

April 29 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

WAUD Auburn, Ala.—Voluntary assignment of CP from William W. Hunt, C. I. Shelkofsky and Elmer Salter, partnership d/b as Auburn Bcstg. Co. to Auburn Bcstg Co. Inc.

License for CP

WAGF Dothan, Ala.—License to cover CP change frequency etc.

WRGA Rome, Ga.—License to cover CP change frequency etc.

WREN Topeka, Kan.—License to cover CP increase power etc.

AM-800 kc

Delta Bcstrs. Inc., Thibodaux, La.—CP new standard station, 800 kc, 250 w. D.

AM-1280 kc

Frank Quinn, Albuquerque, N. M.—CP new station, 1280 kc. 1 kw. D.

License for CP

WIBX Utica, N. Y.—License to cover CP change frequency etc.

WRCS Ahoskie, N. C.—License to cover CP new standard station.

WTYC Rock Hill, S. C.—License to cover CP new standard station.

Modification of CP

KFI-TV Los Angeles—Mod. CP new commercial television station, to increase ERP from vis. 16.1 kw, aur. 17 kw to vis. 31.4 kw, aur. 15.7 kw.

KTTV Los Angeles—Mod. CP new commercial television station, to change ERP from vis. 19.15 kw, aur. 19.15 kw to vis. 31.5 kw, aur. 16.6 kw.

KDYL-TV Salt Lake City, Utah—Mod. CP new commercial television station, to change frequency from Channel 2 (54-60 mc) to Channel 4 (66-72 mc).

TV—Exp. Relay

News Syndicate Co. Inc., New York—CP new experimental television relay station on 6875-6900, 6900-6925, 7100-7125 mc, power of 0.1 w, emission special and hours of operation in accordance with Sec. 4.131 (b), 4.163.

News Syndicate Co. Inc., New York—CP new experimental television relay station on 7050-7075 mc, power 0.1 w, emission special and hours in accordance with Sec. 4.131 (b), 4.163.

Modification of CP

KCFM Kansas City, Mo.—Mod. CP new FM station for extension of completion date.

License for CP

KVWC-FM Vernon, Tex.—License to cover CP new FM station.

Assignment of CP

WJLS-FM Beckley, W. Va.—Voluntary assignment of CP from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

WKNA South Charleston, W. Va.—Same.

APPLICATION DISMISSED

FM-92.3 mc

WHBY Inc., Appleton, Wis.—CP new FM station (Class B) on Channel 222, 92.3 mc. ERP 4.56 kw and ant. height above average terrain 330 ft.

APPLICATIONS RETURNED

KXIT Dalhart, Tex.—License to cover CP new standard station. Returned April 27.

TENDERED FOR FILING

FM—92.7 mc

Red Wing Bcstg. Co., Red Wing, Minn.—CP new FM station on 92.7 mc, Channel 224, ERP 0.519 kw.

FM—97.1 mc

Rutherford County Radio Co. Inc., Forest City, N. C.—CP new FM station on 97.1 mc, Channel 246, ERP 1.7 kw.

FM—91.9 mc

U. of Minnesota, Minneapolis—CP new non-commercial educational station on 91.9 mc, Channel 200.

FM—91.7 mc

Tacoma School District No. 10, Tacoma, Wash.—CP new non-commercial television station on 91.7 mc, Channel 219.

TV—210-216 mc

Saginaw Bcstg. Co., Saginaw, Mich.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 2.550 kw, aur. 1.275 kw.

AM—1400 kc

Harding College, Searcy, Ark.—CP new standard station 1400 kc 100 w unl.

Assignment of License

KYOR San Diego, Calif.—Consent to assignment of license and CP to San Diego Bcstg. Co.

KLOU Lake Charles, La.—Consent to assignment of license to The Pelican Bcstg. Co. Inc.

MAY 3

AM—Further Hearing

Concord Bcstg. Corp., Niagara Falls, N. Y.—CP 1230 kc 250 w unl.

Erie Bcstg. Corp., Buffalo, N. Y.—CP 1230 kc 250 w unl.

WHLD Niagara Falls, N. Y. — CP 1200 kc 1 kw limited time.

Parties respondent: WERC Erie, Pa.; WHAM Rochester, N. Y.

AM—Hearing

The Acme Bcstg. Co., Elizabethtown, Ky.—CP 1450 kc 250 w unl.

Party respondent: WLAP Lexington, Ky.

AM—Hearing

KXRO Aberdeen, Wash.—CP 1320 kc 1 kw DA-N unl.

AM—Hearing

KOY Phoenix, Ariz.—CP 550 kc 5 kw-D 1 kw-N unl.

AM—Hearing

Coconino Bcstg. Co., Flagstaff, Ariz.—CP 600 kc 1 kw DA-1 unl.

KWRZ Flagstaff, Ariz.—CP 600 kc 1 kw-D 250 w-N unl.

Intervenor: KFSD San Diego, Calif.

AM—Hearing

WDSM Superior, Wis.—CP 710 kc 5 kw DA-2 unl.

Parties respondent: WHB Kansas City, WOR New York.

Intervenor: KGNC Amarillo, Tex.

(*Continued on page 66*)

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

Mr. FM Broadcaster!

Ready Now! *A Sure-Fire Promotional Plan to*

WIN NEW FM LISTENERS

For Your Station!

the FM Pilotuner "200 PLAN"

Size: 8¾" x 6¾" x 5¾"

Priced only **$29.95**
(Slightly higher West of Rockies)

TAKE ADVANTAGE OF IT IMMEDIATELY!

There's Advance Assurance of a Bigger Audience For You Through The Pilotuner "200" Plan!

This is it . . . this is the rocket power you have been waiting for! A hard-hitting *realistic* promotional plan that will bring FM solidly into the homes within your transmitting area! And it features the nationally-sensational FM Pilotuner — the most widely acclaimed FM tuner to reach the market!

AN ADVERTISING CAMPAIGN TO BACK IT!

The Pilotuner "200" Plan features radio and newspaper advertising to put you over the top with concentrated fire power . . . from you, your local dealers, and Pilot Radio!

Write, Wire or Phone NOW (STillwell 4-5455) For Full Details!
WE'RE READY FOR IMMEDIATE ACTION!

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.
Makers of PILOTONE VINYLITE RECORDS · PIONEERS IN SHORT WAVE · FM · TELEVISION

FCC Actions

(*Continued from page 64*)

Hearings Cont.:

MAY 3-4

TV—Hearing

Louis G. Baltimore, Wilkes-Barre, Pa.—For television facilities.

Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Same.

To be held in Federal Court Room, Wilkes-Barre.

MAY 4

Oral argument before Commission en banc.

1st Argument

Fostoria Bcstg. Co., Fostoria, Ohio—CP 1510 kc 250 w D.

Mansfield Journal Co., Mansfield, Ohio—Same.

Lorain Journal Co., Lorain, Ohio—CP 1140 kc 250 w D.

2nd Argument

Mansfield Journal Co., Mansfield, Ohio—For FM facilities.

3rd Argument

WHBQ Memphis, Tenn.—CP 560 kc 1 kw-N 5 kw-D DA-2 unl.

AM—Further Hearing

Petaluma Bcstrs., Petaluma, Calif.—CP 1490 kc 250 w unl.

Walter L. Read, Petaluma, Calif.—Same.

Pacific States Radio Engineering, Pittsburg, Calif.—Same.

Intervenor: KXOA Sacramento, Calif.

MAY 5

AM—Hearing

WCFL Chicago—Mod. CP 1000 kc 50 kw DA unl.

AM—Hearing

WWBZ Vineland, N. J.—CP 1360 kc 1 kw DA-N unl.

FM—Hearing

WHBJ Mount Vernon, N. Y.—For mod. of FM facilities.

May 5-7

TV—Hearing

New England Television Co. Inc. Fall River, Mass.—For Television facilities.

Fall River Herald News Pub. Co. Fall River, Mass.—Same.

E. Anthony & Sons Inc. New Bedford, Mass.—Same.

To be held in Federal Bldg. at Fall River, Mass., May 5-6; and in New Bedford Public Library Hearing Hall, May 7.

MAY 6

AM Hearing

The Farmington Bcstg. Co., Farmington, N. M.—CP 1240 kc 250 w unl.

To be held at Farmington, N. M.

Crescent Broadcast Corp., Shenandoah, Pa.—CP 980 kc 5 kw unl. DA-DN.

Petition to intervene pending: WRC Washington; WTAG Worcester, Mass.

AM—Further Hearing

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP 1490 kc 250 w unl.

WMUS Muskegon, Mich.—Same.

MAY 7

AM Further Hearing

San Joaquin Bcstg., Fresno Calif.—CP 1230 kc 100 w unl.

KRDU Dinuba, Calif.—CP 1240 kc 250 w unl.

Intervenor: KWG Sacramento, Calif.

AM Further Hearing

Del Paso Bcstg. Co., North Sacramento, Calif.—CP 1580 kc 250 w D.

KCVR Lodi, Calif.—CP 1570 kc 1 kw D.

AM—Hearing

WHLS Port Huron, Mich.—Renewal of license.

Oral argument before Commission

Rules Hearing

Oral argument before Commission

In the matter of amendment of Sec. 1.324 of Commission's rules and regulations.

SUMMER replacement for "A Date With Judy," Tues., 8:30-9 p.m. on NBC sponsored by Lewis-Howe Co., St. Louis, effective June 29 will be Carmen Cavallero and his orchestra. Roche, Williams & Cleary, New York, is agency. Summer show will be presented until September.

ILGWU FM Station

INTERNATIONAL Ladies Garment Workers Union's Los Angeles FM station, scheduled to go on air July 15, has leased offices at 6540 Sunset Blvd., Hollywood. Station will operate with 10 kw on 94.7 mc.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,649 licensed, 339 construction permits, 304 applications in pending file, 312 applications in hearing; FM—122 licensed, 152 conditional grants, 782 CPs (of which 361 are on air under special temporary authority) 61 applications pending, 41 applications in hearing; television—seven licensed, 88 CPs (of which 16 are on air), 225 applications pending of which 122 are in hearing.

Allied Clinic

(*Continued from page 26*)

indicates a better understanding between the stores and radio stations.

In outlining effective systems developed to check results from radio campaigns, Mr. Dennis described the "beamed technique of programming." It is promoting specific merchandise on a definite audience, and checking department sales figures after the radio campaign.

Joe Dumond, president of KXEL Waterloo, Iowa, declared that "no media will bring you a greater sum total of profit for every dollar spent than radio broadcasting in the rural interest." He suggested using radio as "the voice of your institution."

During the television sessions Friday afternoon, Sam Cuff, television consultant, advised the purchase of programs on film rather than locally-produced shows. The quality of the series will be better, he said, and good video programming is essential now, before the "novelty of a television set wears off."

Allied Stores during 1947 in conjunction with RCA sponsored a "Television Caravan" tour of some 22 major cities where Allied stores are located to demonstrate television to the public. The tour was organized just a year ago and employed six specially built General Motors cars to transport the $100,000 worth of video equipment and personnel [BROADCASTING, April 21, 1947].

Circus Rates Top

TELECAST of the circus from Madison Square Garden, sponsored by the Ford Motor Co. on WCBS-TV New York won the top telerating in the C. E. Hooper Inc. survey for New York City in April. The score was 67.2. Share of audience for the program was 97.8, with the balance of 2.2% of the television homes listening to the radio. WABD and WNBT, both New York, were not on the air at the time.

We start from scratch for 226 million dollars...

There are 372,000 farmers on 84,700 farms in the WSPA Piedmont—where raising prize poultry is a major enterprise. It brings their income up to 226 million dollars a year—and makes neither the chicken nor the egg... but the farmer come first in this prosperous 17-county area.

The Piedmont's farm produce, peaches and cotton enrich the rural population. But it's the industrial output in timber, textiles, plastics and cotton staples that provides the urban wealth—and balances the Piedmont's *billion-dollar* economy.

That's why the Piedmont people go to market with $1,054,811,000 to spend.

And for the past 19 years they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
5,000 WATTS—950 Kc.
SPARTANBURG
SOUTH CAROLINA

Represented by Hollingbery
Roger W. Shaffer, Man. Dir.
Guy Vaughan, Jr., Sls. Mgr.
CBS Station for the Spartanburg-Greenville ...rket

Philco Award

(*Continued from page 27*)

ceivers to provide a contrast between the services.

A vivid illustration of television's value as an advertising medium was offered by Mr. Whiteman, in the role of disc m.c. First he read his commercial over the public address system. Then he was panned in by the television cameras as he went through frantic and comical efforts to prepare a pot of coffee. He then demonstrated, before the cameras, in a leisurely fashion, how simple the preparation of coffee was by merely pouring hot water into a cup containing his sponsor's product.

When Joe Kirkwood, famous trick-shot golf artist performed, spectators were able to watch either the panorama scene on the stage, or wide-range and close-up shots on the video receivers, showing the form used by Mr. Kirkwood.

A curtain was drawn across the improvised TV studio for songstress Connie Haines' act. She first sang over the public address system, then she appeared and was heard on the video screens. The act was closed with an "in person" finale, as she stepped from behind the curtain.

Climax of the program was a dramatic scene presented first over the P.A. system. In this scene actors played roles in which, from the standpoint of appearance and appropriate dress, they were definitely miscast. This was televised as the "broadcast" took place. Finally, it was staged and televised with well-typed and appropriately costumed actors and actresses that would, of necessity, have to appear before television cameras. The sales managers could look alternately at the stage for a full view of the scene or at their receivers for both full views and close-ups.

NBC VIDEO PERSONNEL TRANSFERS CONTINUE

NBC, continuing its integration of television activities with AM operations, last week announced the transfer of additional television executive personnel.

William E. Webb, manager of television promotion, was appointed manager of video advertising in the advertising and promotion department. He will manage television advertising and promotion activities except television sales promotion, which will be handled by George W. Wallace, manager of network sales promotion. Mr. Wallace also will service sales department needs for AM.

Richard Hooper, manager of television exploitation, also was transferred to the advertising and promotion department from the video division.

The network's press department, directed by Thomas E. Knode, will handle all television publicity. Allan H. Kalmus, television editor, will direct that phase of publicity.

Missouri Furrow

WHEN radio farm editors called at the White House Tuesday, during their annual Dept. of Agriculture meeting, President Truman showed interest in the annual WHO National Plowing Match and Soil Conservation Field Day, slated Sept. 18. He told Herb Plambeck, farm director of the Des Moines station, he hoped he might attend the event, which draws over 50,000 persons. The Chief Executive said he once plowed the straightest furrow in Missouri. Extending the invitation were Mr. Plambeck; Mal Hansen, WOW Omaha farm director; Howard Haas, WHO market editor; Howard Hill, president, Iowa Farm Bureau.

Ad Rate Fight

(*Continued from page 29*)

to advertisers by over 2,000 independent radio stations."

With respect to network claims that WSAY's rate was "exorbitant," Mr. Brown contended that "WAGE, the ABC affiliate in Syracuse, at a $240 an hour base rate was charging at a rate of $1 for every potential 214 listeners, whereas WSAY . . . at a $280 an hour base rate was charging at a rate of $1 for every 386 potential listeners."

This, he said, was "less than two-thirds the rate the network advertisers were paying for the station in Syracuse, with which the network has an affiliation agreement and to which the network did not refuse a contract because it considered its rate 'exorbitant.'"

Common Carriers Finding

Mr. Brown also attacked the court's findings that networks are not common carriers and that WSAY had "no inherent right" to set its own rate. If the Court correctly held that a network buys time and sells it to advertisers, he said, then the networks are "brokering" and "every station which has signed a standard affiliation contract with any of the four networks . . . is in violation of the rules and regulations of the FCC." If a station has no control over the price which is charged for its facilities, he argued, then it does not have the full and complete control over operations which FCC demands.

Mr. Brown's attack on the ruling was contained in statements which he sent to the Senate Interstate Commerce Committee in connection with its hearings on the Johnson Bill (S-2231) and to FCC in its review of the Mayflower Decision.

He Types Like a Newspaper Man ...with his fingers on America's pulse

He dictates to himself five times a week, talking the lines while composing his evening solo. Before that he and his staff have spent bustling hours digging into, behind, and around the news. Fill-in interviews with Washington bigwigs bolster his background data. His zeal to ferret out facts sends staff members scurrying to remote points from Alaska to Mexico City.

His program is the original news "co-op". It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. Currently sponsored on 297 stations, his program affords local advertisers the prestige of a *live* network show at local time cost, plus pro-rated talent cost.

Since Mutual is more than 500 stations, perhaps there's an opening in your city for the Fulton Lewis, Jr. broadcast. If you want a ready-made audience for a client or yourself, check your Mutual outlet, or get in touch with the Co-operative Program Dept., **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

56 FM ACTIONS

Waukegan CG Includes Agency Men

CONDITIONAL grants for two Class A and four Class B FM stations were authorized last Thursday by FCC, plus construction permits for eight Class A and 20 Class B outlets. In lieu of previous conditions FCC also issued CPs for two Class A and 14 Class B stations.

At the same time the Commission approved withdrawal of authorizations by six FM grantees, affecting one noncommercial educational, one Class A and four Class B operations.

One of the two Class A conditional grantees, Waukegan Broadcasting Corp., Waukegan, Ill., includes J. Hugh E. Davis, vice president of Foote, Cone & Belding, Chicago, as director and 16.6% owner, and Paul W. Lauraites, Waukegan agency owner, vice president and 16.6% owner. Proposed facility is Channel 224 (92.7 mc).

The conditional grants and proposed facilities:

Denver, Col.—Eugene P. O'Fallon Inc., Class B, Channel 247 (97.3 mc). Grantee is licensee KFEL Denver.

Miami, Fla.—Hollywood Broadcasting Co., Class B, Channel 286 (105.1 mc). Grantee is licensee WINZ Hollywood, Fla.

Waukegan, Ill.—Waukegan Broadcasting Corp., Class A, Channel 224 (92.7 mc). Ownership: William John Howard, civil engineer and contractor, president and 49.8% owner; Walter Edwin Willard, civil engineer and contractor, secretary-treasurer 17%; Paul W. Lauraites, owner of own local advertising agency, vice president 16.6%, and J. Hugh E. Davis, vice president of Foote, Cone & Belding, Chicago, director 16.6%.

Warsaw, Ind.—Reub Williams & Sons, Class B, Channel 297 (107.3 mc). Grantee is publisher daily Warsaw Times and Union. Ownership: Logan H. Williams, president and 0.2% owner; Estelle Williams, vice president 0.2%; Raymond B. Williams, secretary-treasurer 50.4%; Charles R. Williams, director 18.8%; Paul R. Williams, 16.8%. Authorization involved amendment of FCC's revised tentative allocation plan for Class B stations to give Channel 297 to Warsaw.

Monroe, La.—James A. Noe, Class B, Channel 277 (103.3 mc), Grantee is licensee KNOE that city.

Dearborn, Mich.—Kokomo Broadcasting Corp., Class A, Channel 280 (103.9 mc). Grantee is operator of WKMO and WKMO-FM Kokomo, Ind.

Construction permits were issued by FCC to the following:

KWEM-FM West Memphis Bcstg. Corp. West Memphis, Ark. Class B, Channel 290, 105.9 mc, 8.3 kw, 445 ft.; cond.

KDFC Sun Dial Broadcasting Corp. San Francisco, California. Class B, Channel 271, 102.1 mc, 33 kw, 1050 ft.

WLRD Mercantile Broadcasting Co. Miami Beach, Fla. Class B, Channel 230, 93.9 mc, 13 kw, 160 ft.

WEAS-FM Eurith Dickinson Rivers Jr. Decatur, Ga. Class A, Channel 244, 96.7 mc, 740 w, 265 ft.

WBIX-FM Rome Radio Broadcasting Co. Rome, Ga. Class A, Channel 285, 104.9 mc, 690 w, 240 ft.

WFDE DeKalb Broadcasting Co. Decatur, Ga. Class B, Channel 225, 92.9 mc, 38 kw, 435 ft.

WSUA-FM Radio Station WSUA Inc. Bloomington, Ind. Class B, Channel 279, 103.7 mc, 12 kw, 310 ft.

KUMB Radio Station Des Moines Inc. Des Moines, Iowa. Class B, Channel 222, 92.3 mc, 14 kw, 270 ft.

KOKX-FM Keokuk Broadcasting Co. Keokuk, Iowa. Class B, Channel 274, 102.7 mc, 3.7 kw, 330 ft.

KWPC-FM Muscatine Broadcasting Co. Ltd. Muscatine, Iowa. Class B, Channel 259, 99.7 mc, 9.1 kw, 330 ft.

WCNT-FM Hobart Stephenson, Centralia, Ill., Class B, Channel 243, 96.5 mc, 67 kw, 450 ft.

WILA Northern Illinois Broadcasting Co. Woodstock, Ill. Class A, Channel 221, 92.1 mc, 1 kw, 250 ft.

WQUA-FM Moline Broadcasting Corp. Moline, Ill. Class B, Channel 233, 94.5 mc, 10 kw, 240 ft.

WBYS-FM Fulton County Broadcasting Co. Canton, Ill. Class A, Channel 265, 100.9 mc, 650 w, 300 ft.

WMOI Village Broadcasting Co. Oak Park, Ill. Class A, Channel 272, 102.3 mc, 1 kw, 250 ft.

Syndicate Theatres Inc. Wabash, Ind. Class B, Channel 248, 97.5 mc, 31 kw, 350 ft.

WLOX-FM WLOX Bcstg. Co., Biloxi, Miss. Class A, Channel 257 99.3 mc, 1 kw, 150 ft.

Birney Imes Jr. Clarksdale, Miss. Class B, Channel 256, 99.1 mc, 6.7 kw, 195 ft.

KXLW-FM St. Louis County Broadcasting Co. Clayton, Mo. Class B, Channel 266, 101.1 mc, 11 kw, 295 ft.

KBOA-FM Kennett Broadcasting Corp. Kennett, Mo. Class B, Channel 255, 98.9 mc, 6.9 kw, 320 ft.

WCTC-FM Chanticleer Broadcasting Co. New Brunswick, N. J. Class A, Channel 252, 98.3 mc, 1 kw, 110 ft.

WGR-FM WGR Broadcasting Corp. Buffalo, N. Y. Class B, Channel 229, 93.7 mc, 58 kw, 420 ft.

WENE-FM Empire Newspapers-Radio Inc. Endicott, N. Y. Class A. Channel 269, 101.7 mc, 540 w, 330 ft.

KLEE-FM W. Albert Lee, Houston, Tex. Class B, Channel 239, 95.7 mc, 45 kw, 380 ft.

KCBD-FM Caprock Broadcasting Co., Lubbock, Tex. Class B, Channel 242, 96.3 mc, 9.9 kw, 295 ft.

WARY Commwealth Broadcasting Corp. Norfolk, Va. Class B, Channel 287, 105.3 mc, 7.8 kw, 220 ft.

CONGRATULATIONS are extended by Carl W. Service (l), western division manager of Collins Radio Co., to Rolf K. McPherson, president of Echo Park Evangelistic Assn. Occasion was the opening of association's FM station, KKLA, which went on the air in Los Angeles on Channel 246 (97.1 mc), with a Collins 734A 10-kw transmitter.

WGAZ Daily Gazette Co. Charleston, W. Va. Class B, Channel 253, 98.5 mc, 31 kw, 750 ft.

KFMU Denny Park Lutheran Church of Seattle, Wash. Class B, Channel 275, 102.9 mc, 1.7 kw, 395 ft.

The following were authorized CPs in lieu of previous conditions:

KRFM California Inland Broadcasting Co. Fresno, Cal. Class B, Channel 229, 93.7 mc, 70 kw, 1880 ft,

WFLA-FM The Tribune Co. Tampa, Fla. Class B, Channel 227, 93.3 mc, 53 kw, 460 ft.

WBGE-FM General Broadcasting Co. Atlanta, Ga. Class B, Channel 238, 95.5 mc, 20 kw, 330 ft.

WWXL-FM Central Illinois Radio Corp. Peoria, Ill. Class B, Channel 231, 94.1 mc, 42 kw, 370 ft.

WDSU-FM Stephens Broadcasting Co. Inc. New Orleans, Class B, Channel 287, 105.3 mc, 145 kw, 415 ft.

WEEI-FM Columbia Broadcasting System, Inc. Boston, Class B, Channel 277, 103.3 mc, 20 kw, 460 ft.

WLAW-FM Hildreth & Rogers Co. Lawrence, Mass. Class A, Channel 229, 93.7 mc, 20 kw, 400 ft.

WTAG-FM WTAG Inc. Worcester, Mass. Class B, Channel 241, 96.1 mc, 10 kw, 640 ft.

WKST-FM WKST Inc. New Castle, Pa. Class B, Channel 266, 101.1 mc, 3 kw, 340 ft.

WPRO-FM Cherry & Webb Broadcasting Co. Providence, R. I. Class B, Channel 222, 92.3 mc, 20 kw, 430 ft.

WCRS-FM Grenco, Inc. Greenwood, S. C. Class B, Channel 239, 95.7 mc, 8.6 kw, 435 ft.

KMHB Mary Hardin Baylor College, Belton, Tex. Class B, Channel 246, 97.1 mc, 12 kw, 320 ft.

KFDA-FM Amarillo Broadcasting Corp. Amarillo, Tex. Class B, Channel 262, 100.3 mc, 3.4 kw, 420 ft.

WRNL-FM Richmond Radio Corp. Richmond, Va. Class B, Channel 271, 102.1 mc, 50 kw, 360 ft.

WRVB Larus & Bro. Co. Inc. Richmond, Va. Class B, Channel 233, 94.5 mc, 25 kw, 460 ft.

WAJR-FM W. Va. Radio Corp. Morgantown, W. Va. Class A, Channel 257, 99.3 mc, 1 kw, 10 ft.

The Commission approved the following withdrawals of FM stations and respective applications for reasons indicated:

WPIK-FM Potomac Broadcasting Corp., Alexandria, Va.—Granted request to vacate conditional grant for Class A station. Potomac cited economic factors and advent of television [BROADCASTING, April 5]. Operates AM station WPIK Alexandria.

WKDK-FM Newberry Broadcasting Co., Newberry, S. C.—Granted request to vacate conditional grant for Class B station. Economics cited; may file for Class A later. Operates WKDK Newberry, local AM.

KSTE Mercury Broadcasting Co., San Antonio, Tex.—Granted request to vacate construction permit for Class B station. Unable to secure competent personnel, applicant stated. Owned solely by William E. Hughes, local businessman.

KFMJ-FM Fred Jones Broadcasting Co., Tulsa, Okla.—Granted request to vacate construction permit for Class B station. FCC told applicant "feels another medium of broadcasting would be more in the public interest." Licensee AM station KFMJ Tulsa, Fred Jones Broadcasting has filed application for video there.

WCLR Airplane and Marine Instruments Inc., Clearfield, Pa.—Granted request to vacate construction permit for Class B outlet. Firm stated since it is devoting full energies to getting AM outlet WTWS Clearfield on the air the FM authorization should be returned for the present time.

WEHR Pennsylvania State College, State College, Pa.—Granted request to vacate construction permit for noncommercial educational FM outlet without prejudice to its filing a similar application in the future. Move was decided by school's board of trustees.

WFMR New Bedford, Mass., FM outlet of E. Anthony & Sons. Inc., was granted a six-months' authority to operate an FM satellite transmitter on an experimental basis at New Bedford. Satellite would augment service of station's transmitter at Taunton, Mass.

HIGGINS CITES RADIO ROLE AT BAKER MEET

RADIO is an effective medium for bakeries, as shown by a long list of broadcasting success stories, Hugh M. P. Higgins, NAB assistant director of broadcast advertising, told the Southern Bakers Assn. Convention April 19 at the Roney Plaza, Miami Beach, Fla.

Besides serving as a basic sales weapon, he said, radio supports and heightens effectiveness of other media. Thus it increases traffic flow and business volume, lowering the ratio of advertising costs to sales.

Mr. Higgins cited, among other success stories, that of Helms Bakeries, Los Angeles, which started operation 15 years ago. Today the firm sells $10,000,000 annually, aided by a carefully planned advertising program in which radio is stressed. The firm uses 15 and 30-second spots 200 times a week, he said.

He also described how Langendorf Bakeries, San Francisco, uses radio to open new retail outlets.

Election for Bargaining Agent Ordered at WEEK

WEST CENTRAL Broadcasting Co., operating WEEK, 1-kw full-timer on 1350 kc at Peoria, Ill., has been directed by the National Labor Relations Board to hold a secret ballot election to determine whether the seven announcers, two singers and two continuity writers it employs wish to be represented by the American Federation of Radio Artists (AFL). The board's order was issued April 30.

WEEK, an NBC outlet, had raised the question of whether or not the employes in question are on a "professional" status. The NLRB's ruling said, in part: "Although the employes . . . are trained and are undoubtedly skilled personnel, we do not believe they are 'professional' employes within the definition prescribed by Section 2 (12) of the Act [National Labor Relations Act]."

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

TV APPLICATIONS

Meredith Enters Two Requests

APPLICATIONS for 10 new commercial television stations were filed last week with FCC, boosting the number of pending requests to 225.

Meredith Pub. Co., Des Moines, publisher of *Better Homes and Gardens* and *Successful Farming*, entered two of the new requests with applications for TV in Rochester and Syracuse, N. Y. Understood to be entering video on a national scale, Meredith Pub. Co. earlier filed for facilities in Albany, N. Y. [BROADCASTING, April 19].

VIDEO PARADE

On air: 23
Licensed: 7
CP's: 88
Pending: 225

The publishing firm and Tri-States Theatre Corp. each hold 50% interest in Tri-States Meredith Broadcasting Co., Des Moines television applicant and purchaser, subject to FCC approval, of KSO Des Moines. KSO was acquired for $450,000 from Kingsley H. Murphy [BROADCASTING, Feb. 9].

Oregonian Pub. Co., licensee of KGW Portland, Ore., and which gave up its permit for video in Portland several months ago has filed new application for TV facilities there.

The new applicants and facilities requested include:

Bellaire, Ohio—Tri-City Broadcasting Co., Channel 12 (204-210 mc), 27 kw visual, 13.5 kw aural, antenna 538 ft. above average terrain. Initial cost $194,387, first year operating expenses $72,000, estimated first year revenue not reported. Facilities intended to serve Bellaire, Martins Ferry and Wheeling. Applicant operates WTRF and WTRF-FM Bellaire.

Denver, Col.—Homer W. Snowden, an individual doing business as Denver Television Co., Channel 9 (186-192 mc), 25.8 kw visual, 12.9 kw aural, antenna 511.5 ft. Initial cost $256,034, first year $100,000, revenue $75,000. Applicant as Shreveport Television Co. has filed for Channel 8 (180-186 mc) in Shreveport, La., and plans to request TV in Oklahoma City, Wichita, Kan., and Midland, Tex. Programming ultimately would be 75% commercial.

Grand Rapids, Mich.—Leonard A. Versluis, Channel 7 (174-180 mc), 19.7 kw visual, 9.85 kw aural, antenna 546 ft. Initial cost $141,175, first year $85,000, revenue $75,000. Applicant is owner of WLAV and WLAV-FM Grand Rapids.

Hagerstown, Md.—Hagerstown Broadcasting Co., Channel 6 (82-88 mc), 0.767 kw visual, 0.384 kw aural. Initial cost $69,515.77, first year $15,000, revenue $12,500. Applicant is licensee of WJEJ and WJEJ-FM Hagerstown.

Jacksonville, Fla.—The Metropolis Co., Channel 8 (180-186 mc), 25.1 kw visual, 13.2 kw aural, antenna 355 ft. Initial cost $245,870, first year $100,000, revenue unknown. Applicant is publisher of several Florida newspapers and licensee of WJHP and WJHP-FM Jacksonville. John H. Perry, owner of all stock in applicant corporation, is president and 55% stockholder in The News-Journal Co. which owns Pensacola Broadcasting Co., licensee of WCOA Pensacola; Ocala Broadcasting Co., licensee of WTMC Ocala, Fla., and Bay County Publishers Inc., licensee of WDLP Panama City, Fla.

Norfolk, Va.—WTAR Radio Corp., Channel 4 (66-72 mc), 24.2 kw visual, 12.1 kw aural, antenna 367 ft. Initial cost $206,050, first year $75,000, revenue unknown. Applicant is owner of WTAR and WTAR-FM Norfolk.

Peoria, Ill.—Peoria Broadcasting Co., Channel 6 (82-88 mc), 17.22 kw visual, 8.61 kw aural, antenna 561 ft. Initial cost $199,900, first year $50,000, revenue $25,000. Applicant is licensee of WMBD and WMBD-FM Peoria. Stockholders in Peoria Broadcasting Corp. also hold interest in WDZ Tuscola, Ill.

Portland, Ore.—Oregonian Pub. Co., Channel 6 (82-88 mc), 20.7 kw visual, 10.3 kw aural, antenna 961 ft. Initial cost $190,000, first year $60,000, revenue unknown. Applicant is licensee of KGW and has CP for KGW-FM Portland.

Rochester, N. Y.—Meredith Pub. Co., Channel 11 (198-204 mc), 37.6 kw visual, 18.8 kw aural, antenna 465 ft. Initial cost $287,000, first year $100,000, revenue unknown. Applicant is publisher Better Homes and Gardens and Successful Farming and is video applicant in other cities.

Saginaw, Mich.—Saginaw Broadcasting Co., Channel 13 (210-216 mc), 2.55 kw visual, 1.27 kw aural, antenna 389 ft. Initial cost $68,454, first year $10,000, revenue not known. Applicant is operator of WSAM and WSAL-FM Saginaw.

Syracuse, N. Y.—Meredith Pub. Co., Channel 8 (180-186 mc), 15 kw visual, 7.5 kw aural, antenna 812 ft. Initial cost $248,487, first year $90,000, revenue $35,000.

Other new video requests, reported in brief in BROADCASTING, April 26, include:

Portsmouth, Va.—T. W. Aydlett and Frederick F. Clair, d/b as Tidewater Television Co., Channel 11 (198-204 mc), 2.8 kw visual, 1.4 kw aural, antenna 377 ft. Initial cost $103,000, first year $56,400, revenue $62,400. Partnership is owned 75% by Mr. Aydlett and 25% by Mr. Clair. Mr. Aydlett is vice president and 26% owner of Portsmouth Radio Corp., operator of WSAP and WSAP-FM Portsmouth. Mr. Clair, chief engineer of Portsmouth Radio Corp., until Feb., 1948, is owner and director of Clair Practical Institute, Portsmouth.

San Antonio, Tex.—Howard W. Davis, an individual d/b as The Walmac Co., Channel 9 (186-192 mc), 22.7 kw visual, 11.3 kw aural, antenna 586.9 ft. Initial cost $187,594.25, first year $72,000, revenue unknown. Mr. Davis is 100% owner of applicant firm, operator of KISS (FM) and KMAC San Antonio. He also is president and 50% owner of Laredo Broadcasting Co., licensee of KPAB Laredo, Tex.

Tulsa, Okla.—Southwestern Pub. Co., Channel 8 (180-186 mc), 24.13 kw visual, 12.7 kw aural, antenna 519.87 ft. Initial cost $225,558, first year $80,000, revenue $50,000. Donald W. Reynolds, majority stockholder of applicant company, is licensee of KFSA and KFSA-FM Fort Smith, Ark., holds Class A FM permit at Okmulgee, Okla., and is applicant for AM facilities there. He own 50% of Community Service Broadcasting Co., permittee WIKK Erie, Pa.

'47 RADIO RISES 7% OVER 1946 — ZEISEL

TOTAL expenditure for national and local radio advertising during 1947 was $530,600,000—an increase of 7% over 1946, according to an estimate by Dr. Hans Zeisel, associate director of research for McCann-Erickson Inc., which appeared in *Printers Ink* for April 30.

Radio accounted for 13.7% of the total U. S. advertising volume of $3,879,800,000 last year, Dr. Zeisel said, and was exceeded only by newspapers. Magazines were the next most popular media, according to the *Printers Ink* figures.

Radio's advertising dollar total for 1947 was broken down into $348,000,000 national, and $182,600,000 local Dr. Zeisel said.

Godfrey Renewed

LIGGETT & MEYERS signed a 52-week renewal contract with CBS for the *Arthur Godfrey Show*, Monday through Friday, 11-11:30 a.m. effetcive May 31. Newell-Emmett is the agency.

"Hold it, bub!"

"No jay-walkin' here! Gotta get to the airport? To Air Express those packages? My poor friend—haven't you heard?

"Air Express picks up those packages right at your door here, and delivers *at no extra cost*. No waiting around, because Air Express goes on every flight of the Scheduled Airlines. No U. S. point is more than hours away!

"And rates are low. Don't interrupt me—I said *low*. Why else do business men use it to ship finished items, replacement parts and perishables *regularly*?"

Specify Air Express-it's Good Business

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

True case history: Machine parts made in Camden were needed in Chicago in a rush. 32-lb. package picked up the 28th at 10 A.M., delivered same day at 5 P.M. 669 miles, Air Express charge only $6.88. Gave days more time to complete the job. Other weights, any distance, similarly inexpensive and *fast*. Just phone your local Air Express Division, Railway Express Agency, for fast shipping action.

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE

SCHEDULED AIRLINES OF THE U.S.

1950 Census

(*Continued from page 21*)

up any general public interest like that aroused by veterans affairs, social security, public health or public education.

"Right now the Bureau is taking a manufacturing census. Half the schedules are in and we hope to have some of the information by the end of the year. The law requires a biennial study, but the projects were dropped during the war.

"The last business census in 1940 covered 1,750,000 retailers, now increased to about 2,000,000; 200,000 wholesalers, not materially changed in the decade, and 700,000 service businesses.

"In selecting questions for the 1940 general and housing enumerations the Bureau first will seek basic information. In the population census it will learn the number of people, number of families, ages, income and essentials. The income question, inserted in the 1940 enumeration, covered wages and salaries. Expansion of the question to include incomes of professional and business people is being considered.

"Basic information to be learned from the Housing Census includes facts that measure housing adequacy. In 1940 we asked questions covering refrigerators, electricity, toilets, running water, bathtubs, heating and radios. Actually the Bureau stretched a point in asking some of these questions not directly showing housing adequacy.

Set Information

"We can get radio set information, and other facts of that type, from sampling. Perhaps the idea of inserting housing equipment questions in 1 out of 20 blanks will be considered.

"Much reliance is based on the reports made by technical advisory committees. The Census Advisory Committee of the American Marketing Assn. has not recommended inclusion of a radio question, but it has not been formally dropped. The Committee is mainly interested in the index to buying power, rather than the number of refrigerators, radios and other types of equipment."

Decision on questions to be asked in the census pretest to be conducted in early 1949 will be reached late this year, according to A. Ross Eckler, Assistant Director of the Census. Pretest questions will be printed next January, with questions to be asked in April.

A typical area will be selected for this pretesting, he said, recalling that the pretest a decade ago was conducted in South Bend, Ind., and adjoining county. Final schedules for the 1950 enumeration go to the printer in October 1949.

AMA Meeting

Next meeting of the key AMA advisory committee will be held in Washington June 15-16, under chairmanship of Gordon Hughes, director of marketing research, General Mills. Active on the committee is Dr. Vergil Reed, of J. Walter Thompson Co., New York, a former Assistant Director of the Census.

The committee considers both the requests it receives and those in the hands of the Census Bureau. Its criterion in recommendations is described as "information that serves the most people, plus pressure."

Committee members have informally stated that they are opposed to a radio question in 1950 but if enough people think a question is important, chances of a favorable recommendation are increased.

Practical problems involved in asking a radio question are pointed out by Robert C. Hamer, chief, Housing Facilities Unit, Population Division. "What is a radio set?" constitutes a serious matter, he explains. "What is an 'operating' set?" poses other questions to the professional enumerator. "Is a television set a radio set?"

These technical problems involve millions of dollars, he explains in reminding of the work entailed in trimming down a list of thousands of questions and then framing them for handling by 150,000 citizens who serve as enumerators.

Mr. Hamer explains that a sample radio or television question (1 in 20) would provide highly accurate data for metropolitan areas, groups of counties, individual counties in many cases, and states. Disclosure is forbidden if only three units appear for an area in the complete tabulations.

The Census Bureau sends questionnaires to all types of organizations and specialists in the process of preparing for an enumeration, Mr. Hamer said. These questionnaires cover types of questions and other technical details, since the Bureau taps key sources of information.

First U. S. Census was taken in 1790, according to Frank Wilson, Census Bureau information director. It revealed 3,900,000 persons living in the colonies. Some of the returns are still in the archives.

In the next two years the number of employes at Washington headquarters will increase from 4,000 to 10,000. There will be 150,000 enumerators, figuring 1,000 people to an enumerator.

To train enumerators two days will cost $3,000,000, he said. The bureau now is making the maps for each enumerator. In 1940, 275,000 area maps were provided. Some 6,000 questions were sifted down to 30 on the population form, 29 on housing, and 232 classified questions for farm tabulations.

KIRO Seattle staff members who have been with station continuously since its step-up to 50 kw in 1941 welcome back Jim Hatfield (far r) as chief engineer. Mr. Hatfield replaces Homer J. Ray, resigned. As KIRO chief engineer in 1940 Mr. Hatfield supervised planning and installation of station's 50-kw transmitter. Since leaving KIRO he had been chief engineer for KING Seattle and had done consulting work for KNEW Spokane, KTBI Tacoma, KPUG Bellingham, Wash., and other stations. Shaking hands with Mr. Hatfield is Saul Haas (seated), president of Queen City Broadcasting Co., KIRO licensee. L to r, standing: James Upthegrove, studio engineer; Loren Stone, station manager; Carroll Foster, public affairs director, and Maury Rider, chief announcer.

TV DEMONSTRATION

Prices So High Rep. Douglas Forgets the Evidence

REP. HELEN GAHAGAN DOUGLAS (D-Calif.) almost "high-priced" herself out of a television program over WMAL-TV, and the ABC network, last Wednesday night from the Washington outlet.

Mrs. Douglas spent Tuesday and Wednesday shopping for groceries to illustrate her House floor appearance on inflation and high prices. She appeared on the Floor of the House late Wednesday, and then was scheduled to appear at the WMAL-TV studios at 6:30 p.m., to rehearse for her television program at 7:30 p.m. She was delayed in reaching the studios, arriving about 7:15, only to discover that her groceries and charts on inflation were locked in the back of her car. And her keys were missing.

Bryson Rash of WMAL-TV did some fast thinking. He gave a five dollar bill to a colleague, and sent him hot-footing to a nearby grocery. Five minutes after the show was on the air into the studio came Mr. Rash's helper with a box of groceries, and Mrs. Douglas had her "props" for the remainder of the show.

Drops Revlon Account

McCANN-ERICKSON, New York, announced its resignation of the Revlon Products Corp. account last week. The resignation becomes effective as soon as convenient to Revlon.

O'Brien to FCC

MRS. THAIS G. O'BRIEN, who has been secretary to Charles R. Denny, vice president and general counsel of NBC, joined the staff of FCC Comr. George E. Sterling's office last Monday as secretary. She was confidential assistant to Mr. Denny when he was chairman of the Commission.

FM Brought Under Rule-Making Plan

New FCC Policy on Class B FM Allocation Proposed Changes

FCC's new policy of requiring "rule-making" whenever changes in the television allocations table are proposed [BROADCASTING, March 29] was extended to FM last week in a modified form.

Except in "certain circumstances," FCC authorities said, proposed changes in the tentative FM Class B allocations table must be formally announced by the Commission and opportunity provided for any opposition to be heard.

In many cases it was expected that hearings would be necessary, leading to protracted delays in final FCC action on applications thus tied up.

Exempt from the necessity of advance notice and possible hearings would be proposed changes which could be accomplished without reducing the number of channel allocations in any other community and without exhausting the channel potentialities in the community where a frequency is being added. Changes of this type, authorities said, may be handled by a simple order of the Commission.

The rule-making plan will not apply to Class A FM channels since these are not allocated to specific areas.

FCC's decision to follow this policy in handling changes in the Class B allocations table was disclosed Thursday with the release of a "notice of proposed rule-making" looking toward substitution of Channel 250 for No. 227 at Hazelton, Pa. The purpose, FCC said, is to minimize interference which might result from a station operating at Hazelton.

Length of Time

The order gave an indication of the length of time that may be required whenever the new policy is invoked: A little more than a month —until June 1—was allowed for the filing of opposition to the proposal. Oral argument will be held later if comments are received which appear to warrant it.

The Commission also authorized a change in the allocations table without requiring the rule-making procedure. Noting that Reub Williams & Sons is seeking a station at Warsaw, Ind., but that no Class B channels are allocated there, the Commission issued an order specifying that No. 297 be used in that community.

But, it was pointed out, there are no other Warsaw applications, and "in addition to Channel 297 there is at least one other channel which is presently unallocated in this area and which could be allocated to Warsaw; that the adoption of the proposed amendment will increase the number of channels allocated to Warsaw, will not reduce the number of channels allocated to any other city, and will not require a change in the channel assignment of any existing FM authorization, and that no existing requirements of the Commission will be affected by said amendment."

TV CENTER

PLANS for a Westinghouse-Philco Radio and Television Center housing all radio and video activities of the two competing firms in the Philadelphia area were revealed April 28.

Alterations to the present Westinghouse-Philco Bldg. at 1619 Walnut St., Philadelphia, which will be transformed into the Center, already are underway, according to a joint statement of Walter Evans, president, Westinghouse Radio Stations Inc. and John Ballantyne, president, Philco Television Broadcasting Corp.

The announcement explained that WPTZ, the Philco television station, will move its present studios from the Architects Bldg. to the fifth and sixth floors it has leased at the Center. The fifth floor will be devoted to television broadcasting, while the sixth floor will be used for offices. Space which will be occupied by WPTZ is said to have been especially designed for television when the building was erected.

"Under the joint occupancy plan," the announcement said, "WPTZ also will use the large KYW auditorium studio for audience participation shows; and other KYW studios will be made available as needed for television shows, rehearsals and experimentation."

Westinghouse, Philco Make Plans

NAB FAVORS OPERATOR LICENSE CHANGE PLAN

FINAL adoption of the FCC's proposed amendments to its rules covering operator licenses was recommended Friday in a statement filed with the FCC by the NAB. The association said the changes are in step with technical advancements in the industry.

NAB recommended that examinations for the various classes of licensed operators be drawn to make the amendments fully effective and workable in meeting the modern, practical needs of broadcasters. The exams should assure license standards that provide for both the continuity of technical service and availability of competent personnel, in NAB's opinion. The statement was signed by Don Petty, general counsel, and Bryce Rea Jr. and Ivar H. Peterson, attorneys.

The proposed amendments establish a new group of commercial operator licenses and outline the qualifications and examination requirements.

Fibber Heads

(*Continued from page 22*)

Sports—Boxing Bout, 9.5; Bill Stern, 6.0.

Weekday Variety—Arthur Godfrey, 6.9; County Fair, 6.7; Breakfast in Hollywood, 5.7.

Daytime Popular Music—Eddie Howard, 8.4; Fred Waring (combined), 4.3; King Cole Trio, 4.0.

First fifteen programs based on Hooper April 30 report follow:

Fibber McGee & Molly, Radio Theatre, *Walter Winchell, *Jack Benny, Bandwagon, Truth or Consequences, Amos 'n' Andy, Fred Allen, My Friend Irma, Bob Hope, Bing Crosby, Charlie McCarthy, Godfrey's Talent Scouts, ** Red Skelton, Music Hall.

*** Includes second broadcast on Pacific Coast.**
**** Computed Hooperating.**

Lyman Bryson Pens New Book on Radio in U. S.

TIME FOR REASON ABOUT RADIO by Lyman Bryson, George W. Stewart, Publisher, New York. 127 pp. $2.00

THE GENERAL organization and philosophy of American radio is covered in Lyman Bryson's book *Time For Reason About Radio* released April 27. It covers the subjects that listeners and those interested in the operation of radio most frequently ask about subjects that run the gamut from advertising to freedom and responsibilities of radio.

The book presents the problems and potentialities of radio as broadcasters themselves see them as well as the criticism and opinions of people outside the industry. All exact information has been brought up to date in footnotes and editor's notes.

Mr. Bryson is CBS counsellor on public affairs. The book was edited by William C. Ackerman, director of the CBS reference department.

TWO SPECIAL promotion pieces have been mailed to spot and local clients and agencies by WMAQ Chicago. One tells story of how Jim Hurlbut's "Reporter-at-Large" broadcast on recent Goldblatt estate auction won an overwhelming response from listeners. Second mailing piece presents comparisons between national network Hooperatings and WMAQ local ratings.

KYA PRESIDENT CRUM BUYS PM WITH BARNES

THE SALE of controlling interest in the New York newspaper *PM* may prove embarrassing to one of its purchasers, Bartley Crum, San Francisco attorney and author.

Mr. Crum, who bought control of the newspaper from Marshall Field III with Joseph Barnes, foreign editor of the New York *Herald Tribune*, is president and director of KYA San Francisco, owned by Dorothy Thackrey. Unless Mr. Crum breaks his San Francisco radio ties, he will find his new venture throwing him into competition with the owner of the station which he serves as an officer. Dorothy Thackrey is owner of the *New York Post*. Mr. Crum intends to move permanently to New York and take over the post of publisher of *PM*. Mr. Barnes, wartime deputy director of the overseas branch of the Office of War Information, is resigning from his job on the *Herald-Tribune* to become editor-in-chief of *PM*. The KYA official testified during clear channel hearings in favor of breaking down the clears and providing more facilities for the West Coast.

Lorillard Will Keep L&M As Agency, James Avers

REPORT that the P. Lorillard Co., New York, (Old Gold cigarettes) is moving back to J. Walter Thompson from Lennen & Mitchell, New York, was denied last Wednesday by Alden James, director of advertising for Lorillard. Mr. James told BROADCASTING that the rumor was "absolutely unfounded" and that "we deny it categorically."

Lennen & Mitchell has had the account under the present contract since Nov. 30, 1944, and prior to that the J. Walter Thompson Co. serviced it from Jan. 1, 1941. Lennen & Mitchell was the original agency for the opening campaign of Old Gold in May 1926 while their association with Lorillard antedates that campaign by two years.

In three months (Jan-Feb-Mar 1948) WCKY received 385,066 pieces of Mail from 38 States and 7 Foreign Countries.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

HIFAM

(*Continued from page 22*)

had not been called to consider the comparative merits of FM and HIFAM but to inquire solely into the issues of the case. These were whether the operation of W9XHZ "has shown the existence of any technial advantage of AM broadcasting at very high frequencies" and whether the continuance of the station "would serve to advance the broadcast service."

It was pointed out that the Commission in allocations Docket 5805 in 1940 had weighed fully all the merits of high-frequency AM and FM and overwhelmingly chose FM [BROADCASTING, June 1, 1940].

In defense of his experimentation, Mr. Tarzian told of favorable public acceptance of HIFAM in the Bloomington area. He said he now wished to place another station on the same frequency about 100 miles from Bloomington, at Marion, Ind., to study co-channel interference and other characteristics. Further plans call for an additional transmitter in Bloomington for adjacent channel experimentation.

Mr. Tarzian also produced for the record a number of letters from listeners to his station as well as comments from leading manufacturers. All expressed favor or interest in the work.

Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs., stated the "sound quality available in the range of carrier frequencies from 40 to 100 mc using AM is excellent and the further testing of this method is certainly in the public interest." Mr. Goldsmith pointed out that DuMont is "very much interested in tests, since we also have done broadcasting in this range of frequencies, using AM on the television sound channel."

Requesting reports of further tests, Mr. Goldsmith continued: "In view of interest in studies of methods of sound transmission for television on the higher channels, I would like to suggest that you also investigate the possibilities of AM sound transmission on carriers between 500 and 900 mc."

William J. Schnell, director of engineering for Sentinel Radio Corp., stated he believed the HIFAM operation was workable. He cited: reception on the high frequencies "is usually free of atmospheric and man-made electrical disturbances"; high band operation "provides for the utilization of a band width which permits a high fidelity modulation spectrum giving high musical quality to the listener"; converters are cheap and usable on AM sets, and that "the propagation characteristics of such frequencies are such that practically no interference at any time occurs outside the effective service area on the operating channel."

Recommends Continuation

Recommendation that Mr. Tarzian's experimental work be continued was made by letter by D. M. Fetterman, vice president in charge of engineering for Sonora Radio and Television Corp. Mr. Fetterman confirmed the economic receiver and converter aspect and said Sonora believed HIFAM would create a "new public service by providing additional broadcasting which can be received on satisfactory low cost equipment."

Personal agreement with the economic factor was expressed also by B. H. Irwin, chief engineer, Noblett-Sparks Industries Inc.

W9XHZ was authorized by the Commission in September 1945 and was licensed in January 1947. The station went on the air in May 1946 with 200 w radiated power on 87.75 mc using a 200 ft. antenna. The station puts a 100 microvolt signal into Bedford, Ind., 21 air miles distance, Mr. Tarzian said, and covers the Bloomington area with 5 millivolts.

Some 400 converters were sold to listeners in the area in addition to 100 combination AM-HIFAM sets. Mr. Tarzian stated he has back orders for another 1,000 converters and could readily manufacture converters, receivers and transmitters should the system be authorized on an expanded basis. FCC earlier at the time of licensing W9XHZ told Mr. Tarzian a legislative hearing would be necessary to designated channels for commercial operation.

W9XHZ has been broadcasting daily 5-11 p.m. and also on Sunday afternoons. Programs are fashioned after regular broadcast service and range from coverage of the Indiana U. and local high-school sports events to musical and public service-type programs.

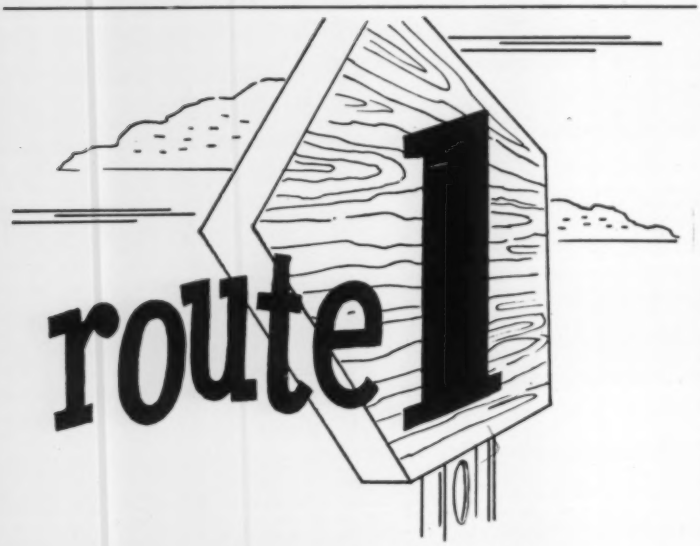
Mr. Tarzian stated he proposes to duplicate the programs of his regional station now under construction there. The standard outlet is assigned 1 kw fulltime on 1370 kc and is to begin program tests within a few weeks. Mr. and Mrs. Tarzian also hold permit for a television station on Channel 10 (192-198 mc) at Bloomington which is to begin telecasting about late summer. NBC affiliation for the TV outlet is contemplated.

HIFAM's champion had been design and development engineer for Atwater-Kent from 1924-1936 and from that time to 1940 was chief engineer of RCA Argentina. From 1940 to 1944 he was chief engineer of RCA's Bloomington plant and was in charge of RCA's proximity fuse program there. He entered business for himself in 1944.

Mr. Tarzian's Washington counsel in the proceeding is Abe L. Stein and Camden R. McAtee, Washington.

Henry G. Canda

HENRY GREENMAN CANDA, 56, senior account executive of BBDO New York, died Thursday at his home in New York of a heart attack. Mr. Canda had been associated with the agency since 1920. He handled the National City Bank and Ethyl Corp. accounts for the agency. Surviving are his wife, Mrs. Lucille Canda, and a son.



to complete coverage
in north jersey

WNJR

Take the direct route to the consumers in the rich North Jersey area. No detours on this road to product success. You can ride along with our exclusive programming beamed to the 1,000,000 homes covered by WNJR'S powerful *5000 WATTS.*

the radio station of the
Newark News

Otis P. Williams
General Manager
91-93 Halsey St.
Newark 2, N. J.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

XUM

Immediate Delivery

PRICE $630.00

TYPE 70-D
RCA HIGH-FIDELITY
TRANSCRIPTION TURNTABLE

Standard of the Studios—NEW EDITION

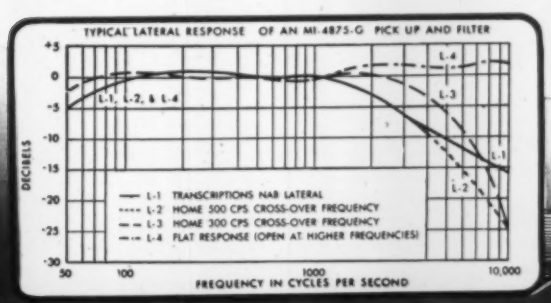
Over 3000 units of this professional series are now in use

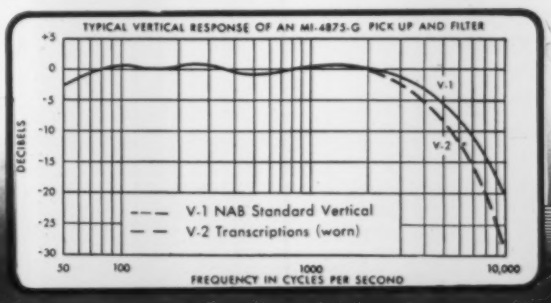
● Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models . . . and important new ones. There's the universal lightweight pick-up with the diamond-point stylus . . . unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly that *completely* isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording *and reproducing* at 33⅓ or 78 rpm. And there's the handsome new hinged-door *metal* cabinet with its durable formica top . . . with the inside space to house booster amplifiers and record cueing amplifiers . . . and with accommodations on the formica top for adding an RCA. 72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording . . . for dependable timing to the very last second . . . for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights . . . 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data, or write Dept. *19-E.*





BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

KOIL delivers NEBRASKA'S NO. 1 MARKET-
OMAHA
plus
Council Bluffs
BASIC ABC • 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Allied Arts

LARRY FINLEY PRODUCTIONS, Hollywood, has signed **ANN DVORAK** and her husband, **IGOR DEGA**, to do 13-week "Mr. and Mrs." television series to be produced on 16 mm. film. Production is scheduled to begin in three weeks.

BELLE MITCHELL and **FRANK LACKTEEN** have joined cast of Jerry Fairbanks' "Public Prosecutor" video series for NBC.

ADV. FEDERATION of AMERICA has announced following have been elected to membership: WHBF Rock Island, Ill.; Leonard M. Sive and Assoc., Cincinnati; Callaway Assoc.; Boston; KSIB Creston, Iowa, and Wiley, Frazee & Davenport, New York.

BOB DREWS, announcer-comedian of WNLK Norwalk, Conn., has been added to faculty of Gagwriters Institue, where he will serve as lecturer and consultant.

Equipment

P. B. REED and **C. A. LaHAR** have been appointed as field sales administrators in Eastern and Western regions, respectively, of RCA Engineering Products Dept. Mr. Reed will make his headquarters in Camden, N. J., while Mr. LaHar will maintain office at 621 S. Hope St., Los Angeles.

JACK A. BERMAN, salesmanager since 1939 of Shure Brothers Inc., Chicago (microphones and acoustic devices), has been appointed vice president in charge of sales. He has been with Shure for 14 years.

Mr. Berman

MAGNAVOX Co., Fort Wayne, Ind., has announced new automatic noise suppressor as optional equipment on all its postwar instruments. Price is approximately $25 plus installation. Firm also is equipping its instruments with range control which permits listener to cut off high frequencies if necessary because of roughness in record grooves.

NATIONAL ELECTRONICS Conference 1947 proceedings have been printed and are available at $4 a copy from **Dr. R. R. BUSS**, secretary, NEC, Electrical Engineering Dept., Northwestern Technological Institute, Evanston, Ill. Copies of 1946 and 1944 proceedings are also available at $3.50 and $3 a copy, respectively.

WESTINGHOUSE ELECTRIC Corp., Home Radio Div., Pittsburgh, has announced development of micarta material for use in radio cabinets and featuring extreme durability and quality appearance. It will resist abrasion, chipping, denting or breaking, according to firm. First application of micarta is being made in new model 184, Micarta Duo table radio-phonograph combination, to be released by Westinghouse May 5.

WBEL Beloit Will Take Air May 15 on 1380 kc

WBEL Beloit, Wis., will take the air May 15 on 1380 kc with 500 w daytime, Russ Salter, managing director of the station, has announced.

Bob Underhill of Beloit will be sales chief and Jim Schweitzer of WAUX Waukesha, Wis., will be in charge of sales in Rockford, Ill., and Janesville, Wis., both neighboring cities. Studios and offices are under construction in downtown Beloit. A 200-foot antenna is being erected and a new 1 kw transmitter is being installed. Licensee of the station is Beloit Broadcasters Inc. It is represented nationally by McGeehan and O'Mara Inc.

RCA Clinic Views TV Technical Side

BROADCAST ENGINEERS from all over United States gathered for week-long RCA Technical Television Clinic fortnight ago in Camden, N. J. The 65 visiting engineers took an intensive course designed to prepare them for telecast operations in 1948. RCA Engineering Products Dept. executives conducted the course.

The engineers saw the television equipment used by many stations, and discussed and operated sample units.

To familiarize the group with motion picture aspects of television programming, several sessions were held on film projection equipment. T. Gentry Veal, in charge of television laboratories of Eastman Kodak Co., discussed technical aspects of motion picture films and most effective techniques for processing film for TV presentation.

The engineers saw many of RCA's more important installations in the Philadelphia area. At conclusion of the course, they were presented with certificates.

According to M. A. Trainer, manager of the RCA Television Equipment Section, another training clinic of this type will be conducted on the West Coast immediately following the NAB convention this month.

Among those present, were:

Oliver C. Beitel, KDKA Pittsburgh; Joseph F. Novy, CBS, Chicago; Martin L. Jones, WCAO Baltimore; Warren L. Braun, WAAM (TV) Baltimore; Jerome J. Weaver, WIOD-TV Miami; Harvey J. Aderhold, WCON Atlanta; H. B. Seabrook, RCA, Montreal; W. J. Kotera, WOW Omaha; W. G. Eberhart, WSBA York; J. L. Hodgkinson, WHIO Dayton; M. N. Barwick, WIOD Miami; G. F. Sprague, WIOD Miami; E. V. Wolstenhome Jr., WRNL Richmond; J. E. Mathiot, WGAL Lancaster; S. T. Terry, WRVA Richmond; H. W. Holt, WKBW Buffalo; A. H. Jackson, WTIC Hartford; William C. Ellsworth, Westinghouse, Philadelphia; Glen Davis, WCPO Cincinnati.

Frank A. Dieringer, Vindicator Printing Co. (WFMJ), Youngstown; Frank R. Seitz, WFIL Philadelphia; Paul C. Schulz, KYA-KLAC San Francisco; Blair Thron, WFPG Atlantic City; C. J. Auditore, WOR New York; E. B. Stern, Mississippi Valley Broadcasting Co., New Orleans; Reed E. Snyder, Central Broadcasting Co., Des Moines; Paul Arvidson, WOC Davenport; John T. Beeston Jr., WHO Des Moines; Henry R. Kaiser, WWSW Pittsburgh; N. J. Zehr, KWK St. Louis; Joe Herold, WOW Omaha; David Bain, RCA, Kansas City; Stan Bennett, KOMO Seattle; E. T. Kelly, WSB Atlanta; Clarence Jones, WJR Detroit; B. T. Wilkens, WKBN Youngstown; Warren P. Williamson Jr., WKBN Youngstown; David Newborg, RCA, Camden; P. G. Walters, RCA Atlanta; J. G. Carey, WBT Charlotte; H. T. Wheeler, KPRC Houston; E. Frase Jr., WMC Memphis; J. R. Whitworth, WMC.

Joseph A. Volk, WEW St. Louis; P. K. Baldwin, WHDH Boston; H. S. Holland, WFBM Indianapolis; E. E. Alden, WIRE Indianapolis; H. G. Cole, WSBT South Bend; E. C. Tracy, RCA, Chicago; Edwin L. Keim, WWVA Wheeling; H. K. Warner, RCA Institute, New York; C. A. Runyon, WGH Newport News; John C. Peffer, WTAR Norfolk; R. J. Palmisano, RCA, Atlanta; J. S. Pesce, RCA, Camden; E. T. Griffith, RCA, Camden; Bernard C. O'Brien, WHEC Rochester; M. E. Thompson, WSAV Savannah; E. Diamond, Tele. Corp. of W. Va., Wheeling; Thomas B. Friedman, WHK Cleveland; Richard H. Davis, WOR-TV New York; C. W. Slaybaugh, RCA International, New York; George R. Riley, WOR, and P. J. Bingley, WPTZ Philadelphia.

CONVENTION NETWORK

WIP, MBS Installing Lines For Political Coverage

SPECIAL NETWORK is being set up within the city of Philadelphia by WIP and MBS for coverage of the Republican and Democratic conventions during June and July. Lines are to be installed to tie together the city's major hotels where delegates and candidates will be housed, Convention Hall, and WIP studios, which will serve as Mutual's control point.

Forty-five commentators and newscasters from Mutual and WIP will originate programs from Convention Hall during the sessions, with round-the-clock news desks collating reports for the broadcasters.

Special microphones will be installed at delegates' headquarters and on the speakers' platform, with "traveling mikes" being used for interview purposes. Two-way "walkie-talkie" will keep correspondents on the convention floor in constant touch with master control.

Tube-Making Device

MANUFACTURE of 10-inch cathode-ray television picture tubes at Lancaster (Pa.) plant of RCA Tube Dept. has been further stepped up by the installation of the first of three giant "settling machines." The new machine handles 144 glass bulbs at a time at the critical point at which the luminescent face is applied to the cathode-ray tube. The process previously was performed by hand on each individual bulb. Now only one girl operator is needed to load and unload the machine.

Cemetery Radio

TWO-WAY radio service for expediting burials and avoiding confusion which attends multiple funeral processions is being sought by Mount Carmel Cemetery, Hillside, Ill. Application has been filed with FCC in Washington.

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WDZ MOVE

Transfer to Decatur Is Proposed

PROPOSED DECISION to grant move of WDZ Tuscola, Ill. (1 kw day on 1050 kc), to Decatur, Ill., was announced last Monday by FCC.

Comr. Clifford J. Durr, dissenting from the majority opinion and concurred with by Chairman Wayne Coy, held that FCC's duopoly rule should effect denial of the switch in view of increased primary service overlap with WMBD Peoria, Ill. Comr. E. M. Webster did not participate in the decision.

The majority concluded the move was in the public interest since Tuscola (2,838 pop.) would continue to receive primary coverage from the proposed operation of WDZ in Decatur (59,305 pop.), which presently has a fulltime local outlet and an FM station. An auxiliary Tuscola studio would be maintained, record showed.

FCC indicated the overall population to be served would be increased to 680,459 persons from present 603,397 and that areas losing or gaining WDZ service receive multiple other signals. Interference to WKTM Mayfield, Ky., and WEPQ Kenosha, Wis., would be lessened by the proposed Decatur operation, the opinion also concluded.

Edgar L. Bill, president and 23.6% owner of WDZ, is president and 49% owner of WMBD, and the two stations have three common director-officers, FCC found. Overlap by the 0.5 mv/m (rural) contours of the outlets would be increased from present 24.4% in area and 17.6% population to 47.7% area and 43% population served by WDZ, the record showed. Overlap of the 2 mv/m (urban) contours would be raised from a negligible figure to 5.2% area and 7.2% population.

The majority reasoned the duopoly rule (Sec. 3.35) would not be violated since Peoria and Decatur are in two distinct trade areas, the stations having separate programming, sales and other operations. Further it was noted that several other services are obtainable in the overlap zones.

Comr. Durr held the WDZ grant is a direct violation of Sec. 3.35 as the overlap is "substantial" within meaning of that rule and that the separate trade area argument is not mentioned in the duopoly law. He also considered the grant contrary to the Commission's policy of preferring grants to communities which have no local outlet and that "on a number of occasions" FCC has "even sacrificed engineering standards in order to provide a community with its first radio outlet."

Comr. Durr pointed out that five times as many people live in the overlap area as in Decatur and that for the purpose of construing Sec. 3.35 the majority considered only the 10% living in the city.

INDIANA CONFERENCE TO FEATURE COY TALK

SECOND ANNUAL Conference on Radio in Education will be held at Indiana U., Bloomington, on Thursday and Friday, July 29 and 30, it was announced last week by George C. Johnson, director of educational radio at the university and chairman of the conference.

Wayne Coy, chairman of the FCC, has tentatively been engaged to speak at an all-university convocation, Mr. Johnson stated. Theme of the conference is "Radio and Education for the Democratic Way of Life."

National leaders in education and radio have been invited to participate in the conference which will consist of discussion groups, addresses, displays, and demonstrations of broadcasting methods, audio teaching aids, and audio school equipment.

All inquiries should be addressed to Mr. Johnson, Director of Educational Radio, Indiana U., Bloomington, Ind.

Christian Radio School

SUMMER SCHOOL of Christian Radio this year will conduct three two-week courses in the arts and techniques of gospel broadcasting in home and missionary work. From June 21 to July 2 school will be held at Bible Institute of Los Angeles; July 12 to 23, Providence Bible Institute, Providence, R. I., and Aug. 9 to 20, Moody Bible Institute, Chicago. Full information may be secured by writing Radio Station HCJB, 156 Fifth Ave., New York.

Chesapeake Stakes

WITHIN two hours of the running of the Chesapeake Stakes WMAR-TV, *Sunpapers'* television station in Baltimore, had film ready for the air. Edward Nolan, staff cameraman, left Havre de Grace, 35 miles away, with the film at 5:17 p.m. and by 7:10 p.m. it had been processed, viewed and edited and the commentary written. Film was presented at 7:30 p.m. as lead-off item on 15-minute newsreel.

RADIO SESSIONS HELD BY MISSOURI COLLEGE

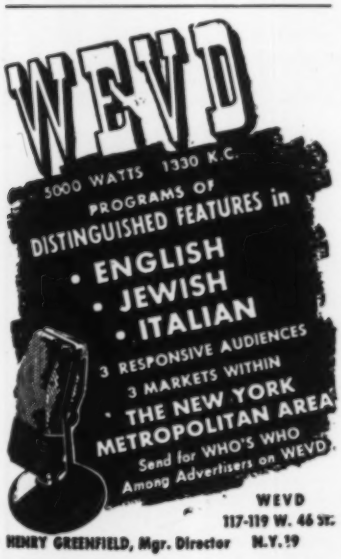
RADIO's important role in postwar Germany was described by Dr. I. Keith Tyler, Ohio State U. radio director, at a dinner April 23 climaxing the second annual Lindenwood College radio conference in St. Charles, Mo. The speech by Dr. Tyler, former radio consultant to the U. S. Army in Germany, was recorded and rebroadcast over 10 Illinois and Missouri stations.

Highlight of the afternoon session was a panel discussion, "Has Radio Come of Age?", moderated by W. G. Bowling, Washington U. dean of admissions. Panel members were Harry Renfro, KXOK; Ray Dady, KWK; David Pasternak, KSD and KSD-TV, and Marguerite Fleming, radio consultant of Harris Teachers College, all of St. Louis. Featured on a preconference morning session were Edward Breen, manager, KVFD Ft. Dodge, Iowa, and Joe DuMond, manager, KXEL Waterloo, Iowa. The one-day conference, directed by Martha May Boyer, Lindenwood's radio chairman, was attended by approximately 250 student delegates from area schools, colleges and universities.

Monogram Radio Names Noyes West Coast Head

NORMAN E. NOYES, Los Angeles manager for Avery-Knodel station representatives, has been named West Coast manager for Monogram Radio Programs Inc., Lowell E. Jackson, president of the company announced Thursday at his Chicago headquarters. Mr. Noyes, a native of Hollywood, previously was with ABC Spot Sales on the West Coast.

Mr. Jackson also disclosed that Monogram, which is only four months old but already has one or more transcribed programs on over 400 stations, has purchased a three-story building in Nashville as an operations base. Within two months, a New York office will be opened, he said.



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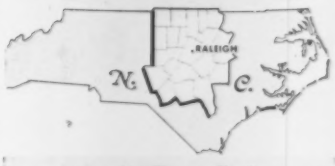

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Represented by Avery-Knodel, Inc.

Elliott-Haynes Reports 'McCarthy' Top Program

THREE CANADIAN programs made the first ten evening programs in popularity in March, according to the national rating report issued by Elliott-Haynes Ltd., Toronto. Programs were led by *Charlie McCarthy* with rating of 38.3, followed by Fred Allen 37.6, *Radio Theatre* 36.4, *Fibber McGee & Molly* 33.2, *Amos 'n' Andy* 29.4, *Music Hall* 24.6, NHL Hockey (Canadian program) 23.5, *Wayne & Shuster* (Canadian program) 22.6, *Twenty Questions* 22.6, and *Share the Wealth* (Canadian program) 22.2.

First five English language daytime programs in March were *Ma Perkins* 18.9, *The Happy Gang* (Canadian program) 18.8, *Pepper Young's Family* 18.6, *Big Sister* 18, and *Life Can Be Beautiful* 17.3.

French language evening programs were led by *Un Homme et Son Peche* 42.5, followed by *Enchantant dans le Vivoir* 40.8, *Radio Carabins* 38.5, *Le Ralliement du Rire* 37.9, and *Metropole* 36.

French language daytime programs were led by *Rue Principale* 32.3, followed by *Jeunesse Doree* 30.6, *Tante Lucie* 23.3, *Les Joyeux Troubadours* 21.9, and *Le Quarte d'heure de Detente* 21.7.

CHOV Pembroke, Ont., inaugurated its new 1-kw RCA transmitter on May 1.

DETROIT'S four Dorothy Daradays, (l to r) Joyce Chapman, Jean De Shong, Cherie Lee and Pat Hobar, dine with sponsors and agency officials. Standing (l to r) William C. Eldred, executive secretary of DRDA; Harry Averill, account executive, W. B. Doner & Co.; Dave Karp, president, DRDA, and Sam Bez, chairman, DRDA trade interests committee.

* * *

TEN SHOWS SPONSORED BY DETROIT DRUGGISTS

FOUR YOUNG women, each using the air-name of Dorothy Daraday, are presenting a series of ten five and 15-minute women's programs weekly, under sponsorship of the Detroit Retail Druggists Assn., over four Detroit stations.

The programs, handled through the W. B. Doner & Co. agency, cover homemaking hints, style notes and child care, among other topics. Sponsored on behalf of the association's 700 independent members, the program features Miss Jean De Shong on WWJ, Cherie Lee on WXYZ, Joyce Chapman on WJBK and Pat Hobar on WKMH. Their air name is derived from initials of the association. Plans are being considered to extend the program to six Detroit stations.

Magidoff Cites Russia's 'Hostile World' Pattern

ROBERT MAGIDOFF, former NBC Moscow correspondent who left Russia April 16 after being accused of espionage for the U. S. [BROADCASTING, April 19], said in New York fortnight ago that the incident was part of a Soviet pattern intended to demonstrate that the U. S. S. R. "is surrounded by a hostile world."

He said that although it is "next to impossible" for foreign newsmen to cover Russia adequately, the little news that can be cleared is so vital that the effort must be made.

Mr. Magidoff will make a series of broadcasts for NBC and then go on a lecture tour, he said. William F. Brooks, NBC vice president, said that Mr. Magidoff's future assignment has not yet been decided by the network. He added that NBC has not decided either whether it will keep a correspondent in Moscow.

Canadian Press

ASSOCIATE membership for Canadian broadcasters in Canadian Press, similar to associate membership in AP offered U. S. stations, was turned down at last week's CP board meeting at Toronto. CP felt there was no demand for associate membership, that stations were satisfied with Press News (radio subsidiary of CP) service. Canadian Assn. of Broadcasters had inquired about possible associate membership of CAB stations.

CKRC President Elected Head of Canadian Press

VICTOR SIFTON, publisher of *Winnipeg Free Press* and president of Transcanada Communications Ltd. (CKRC Winnipeg), was elected president of Canadian Press at annual meeting at Toronto.

Herve Major, editor of *Montreal La Presse*, which owns CKAC Montreal, was chosen first vice president, and Roy Thomson, owner of CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, and a chain of Ontario dailies, was elected second vice president.

Directors elected, whose papers have radio affiliates, are H. S. Graves, *Victoria Colonist*, CJVI Victoria; W. A. MacDonald, *Edmonton Journal*, CJCA Edmonton; John D. Southam, *Calgary Herald*, CFAC Calgary; Sen. W. R. Davies, *Kingston Whig-Standard*, CKWS Kingston and CHEX Peterborough; Arthur R. Ford, *London Free Press*, CFPL London; R. J. Rankin, *Halifax Mail*, CHNS Halifax, and T. F. Drummie, *St. John Telegraph-Journal*, CHSJ St. John.

Mr. Sifton and Roy Thomson were named president and vice president, respectively, of Press News Ltd., radio subsidiary of Canadian Press. PN reported increase in stations taking service from 66 to 77 during the year.

Jewett Appointed

APPOINTMENT of Frank B. Jewett, a former president of the National Academy of Sciences, as a member of the National Advisory Committee under the Research and Marketing Act of 1946 was announced April 23 by the U. S. Dept. of Agriculture. Among the committee's functions are consultation with officials of the department and the making of recommendations relative to research and service work authorized by the act. Mr. Jewett has served as vice president of American Telephone and Telegraph Co. in charge of development and research and as president of Bell Telephone Laboratories. More recently he has been chairman of the board of Bell.

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Safety . . . All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

Accessibility . . . All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

Visibility . . . All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It's these important elements . . . found in advanced form in Westinghouse FM transmitters . . . that protect your investment and forestall obsolescence . . . simplify maintenance and inspection . . . and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

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See the new Westinghouse 10 KW FM Transmitter, NAB Convention, Los Angeles, May 17-21.

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Technical

DAN O. HUNTER, chief engineer at WMAL Washington, resigned April 23 to become an associate in Washington consulting firm of Jansky and Bailey, specializing in television. He headed WMAL's engineering staff for nearly five years.

MAX H. BICE, former chief engineer at KMO Tacoma, Wash., has joined KTNT Tacoma, new FM outlet now under construction, as chief engineer.

H. S. OLSON, former television technician with General Electric Supply Corp., Los Angeles, has joined KFI Los Angeles in engineering department.

BOB LAWTON, engineer with WWL New Orleans, is the father of a girl, Phyllis.

KENNETH BEHNKEN, former engineer at WLIN Merrill, Wis., has joined staff of WCNT Centralia, Ill.

DON KLEFFMAN has joined engineering staff of WHBY Appleton, Wis.

WILLIAM R. STEFAN, who spent three years as Army radio and radar technician, has joined technical staff of KDKA Pittsburgh.

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BROADCASTING

Vess Spot Campaign

A 26-WEEK spot announcement campaign on 42 stations in 34 cities of 10 states has been placed by Vess Beverage Co., of St. Louis (Vess Cola), through Olian Advertising Co., St. Louis.

Turntable

FREDERIC W. ZIV Co., Cincinnati, has announced sale of its "Guy Lombardo Show" and "Easy Aces" to Canadian Ace Brewing Co., Chicago. Brewery will run programs in Chicago, former show once weekly and later program five times per week. Ziv Chicago office handled sale.

JACK P. DOUGHERTY, formerly on sales staff of WTUX Wilmington, Del., has been appointed eastern representative for C. P. MacGregor Co., transcription firm.

CHARLES MICHELSON Inc., New York transcription firm, has announced its business is running ahead of last year by 48%. New accounts placed during past week for its series, "The Avenger," include WKIC Hazard, Ky.; KMAC San Antonio, and KXLR Little Rock, Ark.

OLIVER W. NICOLL, vice president and national director for U. S. of Towers of London, international transcription firm, is in London for conferences with HARRY ALAN TOWERS, president and international director. While in London, Mr. Nicoll will direct three transcriptions in firm's "London Playhouse" series.

29:30 Inc., Hollywood, July 1 will release "Joseph Cotten & Co." package, according to STUART LUDLUM, producer and general manager. Transcribed program series is being marketed through Broadcasters Guild in cities where memberships prevail and elsewhere by 29:30 Inc. direct.

C. P. MacGREGOR, president of MacGregor Transcription Studios, Hollywood, has been elected vice president of Los Angeles Rotary Club No. 5.

BRIDGEPORT COVERAGE

3 Stations Cooperate to Give —Description of Big Fire—

COOPERATION was the keynote April 22 when the three Bridgeport, Conn., stations combined facilities to cover a half-million dollar fire at the Cilco Terminal lumber yard.

Program was originated at transmitter of WLIZ, located within the lumber yard and already off the air. From there it was fed to studios and then by remote line to WICC. Another remote line carried program to WNAB for airing.

Harry Osborne and Jack Dahlby of WNAB and Bill Elliott and Wally Dunlap of WLIZ did on-the-scene broadcast and then Al Welling, WNAB announcer, interviewed newspaper reporters and photographers from the editorial room of the *Bridgeport Post and Telegram.*

Two Texas Colleges Hold Video Dramatics Classes

CLASSES in television dramatics are underway at Texas Christian U. and North Texas Agricultural College. Larry DuPont, of WBAP Fort Forth—now constructing TV studios—has a class of 10 television students at TCU, whittled down from 20 who took auditions.

Radio people in Mr. DuPont's class include Harry Flowers, WBAP sportscaster; Harvey Boyd, KWBC Fort Worth, and Don Wood, KCLE Cleburne. At North Texas Agricultural, R. L. Slaughter, dramatics instructor, is teaching television acting and writing.

WPRO-FM Starts

WPRO-FM Providence, R. I., started interim operation April 17 on Channel 222 (92.3 mc). Station, owned by Cherry & Webb Broadcasting Co., has temporary power of 1 kw. Local and CBS programs of WPRO will be carried from 12 noon to 11:30 p.m.

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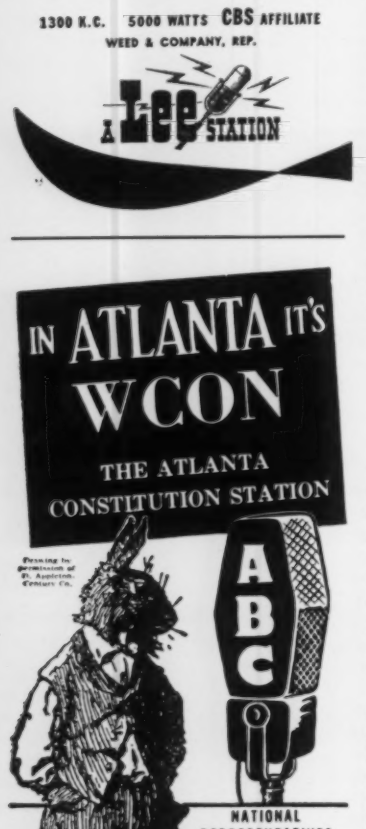

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.
WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

News

ED JONES, former public relations officer and combat fighter pilot of 12th Air Force, has joined news department of KTSA San Antonio, Tex.

WALT OSBORN, freelance writer in Detroit, has joined WTOL Toledo, as newswriter.

BOB BURLINGAME, former news editor for six years at WHO Des Moines, has been appointed head of news department at KXEL Waterloo, Iowa, succeeding **H. R. GROSS**. During the war Mr. Burlingame was senior field officer of OWI and from 1945 to 1947 was director of U. S. Information Service in Australia and chief of public affairs of American embassy there.

Mr. Burlingame

JOE McCAFFREY, formerly a CBS Washington correspondent, has been appointed to news staff of WOL Washington. He handles 8 a.m. Mon.-Sat. news commentary. Mr. McCaffrey was with CBS for four years and was a reporter and editor for 12 years before entering radio.

JOHN VANDERCOOK, noted radio commentator, has written full-length novelette for The Saturday Evening Post, titled "The Reign of Amelika Joe," that appears in May 1 issue.

CARLTON A. MORRISON has joined news staff of WSB Atlanta, Ga., as director of tape recorder section.

DESMOND A. McDERMOT has been appointed night news editor of CKNW New Westminster, B. C.

FRANK MALLANTS, fishing and boating commentator of WIOD Miami, and outdoor editor of Miami Daily News, has been appointed chairman of Miami Chamber of Commerce Conservation Committee.

BILL RAPANOS, day news editor of CKNW New Westminster, B. C., is the father of a girl, Sharon Mary.

Feature of Week

(Continued from page 18)

their blessings for the public service feature aired at 10:15 p.m. Sundays. The enthusiasm of the medicos was demonstrated in part by the assignment of Evan Edwards, former newspaperman and field secretary of the state medical group, to work out promotion and publicity details with the KLZ crew.

No efforts have been spared by the station, either. KLZ Manager Hugh B. Terry has pulled out "all stops" to insure a superior production. Collaborating on the program are Charles Roberts, program director; Clayton Brace, production chief; Mack Switzer, public service director; Elliot Wager and Lewis Thomas, script writers, and John Connors, promotion manager. A cast of Denver's best radio acting talent has been assembled to play roles in the series.

Dr. Bouslog is auditioning the city's doctors to secure the "best" radio voices to advise audiences on measures to halt or show the sneak attacks of the nation's greatest crippler of children.

Knave of Hearts, according to Mr. Connors, represents one of the biggest productions KLZ has ever undertaken in the public service field. A gigantic promotion build-up is underway using billboards, car cards, newspaper ads and stories, movie trailers, personalized letters to business and civic leaders and others to insure that the venture is a top-notch success.

The program format consists of an 11-minute documentary drama followed by a brisk discussion of the subject with leading doctor specialists in heart and related fields.

The program is expected to have tremendous pull audience-wise, particularly since KLZ has cleared Calss A time behind a popular Sunday night newscast in an effort to catch parents in the listening audience.

KLZ is affiliated in management with The Oklahoma Publishing Co. and WKY Oklahoma City.

On All Accounts

(Continued from page 18)

joined Roche, Williams & Cunningham, predecessor of Roche, Williams & Cleary. Today, as radio director of the agency, he sits in on the accounts of Revere Camera Co., which sponsors the weekly Andy Russel-Marian Hutton variety show on MBS, and Holland Furnace Co., which goes in for seasonal spot campaigns. Other accounts he services include those of Chicago, Milwaukee, St. Paul & Pacific Railroad and Studebaker Corp., which sponsor local newscasts.

Reminiscing, Phil disclosed he very nearly went back to narrating for Wayne King—but only for a special album. Because of time limitations occasioned by the record ban, however, the deal fell through. Phil muses, "Old Mother Wireless has been very good to me through the years."

Indoctrination in Video For ABC Chicago Staff

SERIES of weekly lectures designed to acquaint employes of ABC Central Division with various phases of the television picture have been scheduled by James L. Stirton, division general manager. The lectures, to be held in ABC's studios in the Merchandise Mart, Chicago, will begin May 17 and run through June 28.

Subjects and lecturers are:

"Television Production" — Beulah Zachary, senior director, WBKB Chicago; "Sports and Special Events in TV"—Joe Wilson, special events director, WBKB; "An Advertising Agency Looks at Television"—Fran Harris, TV director, Ruthrauff & Ryan; "Television Programming—Live and Film"—Ardien Rodner, president, Television Advertising Productions, and "A Sponsor Looks at Television"—Larry Foster, sales promotion manager, The Fair Store, Chicago.

There will also be a report on ABC's television progress to date and network's future video plans. A television training film will be shown.

STAFF OF NEW WFGN HEADED BY LIVERANCE

Mr. Liverance and Mr. Godshall.

STAFF of the new WFGN Gaffney, S. C., 250-w daytimer on 1570 kc, which held its formal dedication March 28, has been announced by Robert E. Liverance, manager and chief engineer.

Charles Spears and Vernon Fox, announcers, formerly were with WORD Spartanburg, S. C., while Charles Bickford, continuity editor and engineer, was with WOHS Shelby, N. C. News editor is Sara V. Liverance. Noah G. Broadway Jr. is commercial manager and Edith Martin receptionist and bookkeeper.

The WFGN licensee is Cherokee Radio Co. Inc., whose president is A. Ray Godshall.

U. S. Sen. Olin D. Johnston of South Carolina was principal speaker at the WFGN dedication ceremonies, broadcast from Curtis auditorium of Limestone College, Gaffney. Greetings also were extended by W. O. Johnson, Gaffney's mayor, and J. Pat Treadaway, Chamber of Commerce secretary. Station has been on the air since March 8.

CBL, CJBC to Start

TWO 50-kw stations of Canadian Broadcasting Corp., CBL and CJBC Toronto, go on air July 1 using same vertical antenna for two signals. CBL operates on 740 kc, CJBC on 860 kc. The stations will operate simultaneously about 18-20 hours daily.

Center Your Attention on

Center of the Dial
860 kc
MILWAUKEE

Production

HERBERT K. HORTON, former executive producer at WPTZ (TV) Philadelphia, has been appointed television program manager for WFIL-TV Philadelphia. He has been associated with television since 1940, except for 2½ years in the U. S. Army Air Force.

ELEANOR KILGALLEN, formerly with Young & Rubicam, New York, has joined CBS television in New York as casting director. She was casting director of CBS for a year before joining Y&R in 1945, and is a sister of **DOROTHY KILGALLEN,** co-star of WOR New York's "Dorothy and Dick" breakfast show.

ALAN WILLIS, recently discharged from Armed Services and formerly with WNBF Binghamton, N. Y., has been named director of programs and production for WORD Spartanburg, S. C. He succeeds **STERLING WRIGHT,** resigned.

GUY DELLA-CIOPPA, former assistant to chairman of board of CBS, has been named associate director of network programs for CBS in Hollywood. He went to CBS as a programming assistant in 1937, and was producer - director when he left network in 1943 on OWI assignment in Europe. He returned to CBS in 1945 as assistant to **WILLIAM S. PALEY,** then president and now board chairman.

Mr. della-Cioppa

JOSEPH A. JOHNSTON, former MGM newsreel script editor, has been named director of newsreel editing department of WPIX (TV) New York. **THEODORE H. MARKOVIC,** former newsreel editor for WCBS-TV New York, has been named assistant manager of film department, and **ROBERT B. NOACK** has been appointed film service supervisor. Mr. Noack was former film editor and supervisor of WMAL-TV Washington. **JACK BALCH** and **AUSTIN O. HUHN** have joined program department of WPIX as writer-directors. Mr. Balch formerly was drama editor of St. Louis Post-Dispatch. Mr. Huhn headed Telehuhn Co., specializing in originating scenic effects and solving production problems for television.

EARL HAMMER, who has earned recognition in several network script series, has joined continuity department of WLW Cincinnati.

LOUIS AIKEN Jr., former manager of KURV Edinburg, Tex., has joined KLEE Houston, as program director.

ALBERT W. PROTZMAN, a former NBC television technical director, has been appointed television technical production director for the network.

BOB SWANSON, formerly with WIBA Madison, Wis., has joined WHBY Appleton, Wis., as copy chief.

ARTHUR SCANLAN, former WINS New York staff announcer, has rejoined station in same capacity. Following his departure in 1946, Mr. Scanlan organized Catholic Record Co., producer of religious records.

FRANKLIN (Don) ICKES, former operations assistant in CBS network operations department, has been named a director for WCBS New York. **ROBERT A. BLEYER,** WCBS director, has been appointed floor manager for CBS television.

DICK WELD, former program director at WGLN Glens Falls, N. Y., has joined program department of WWSC Glens Falls.

GERALD A. PIERCE, former staff announcer of KIMO Independence, Mo., has joined KGIL San Fernando, Calif., in similar capacity.

RAY BUCH, formerly of WKAP Allentown, Pa., has joined announcing staff of WWSW Pittsburgh.

HARRY MANNIS, announcer of CBH Halifax, has been transferred to CBC studios at Toronto.

MAYWILL DUDLEY SLOAN, former continuity director at WLAD Danbury, Conn., has joined continuity department of WNHC New Haven, replacing **DOROTHY WHELAN,** resigned. Mrs. Sloan formerly handled shows over KFAC Los Angeles and WINS New York.

DOUG WHELAN, formerly of CJBQ Belleville and CFPA Port Arthur, has joined announcing staff of CKWS Kingston, Ont.

LORNE MUNROE, cellist, formerly with Washington Symphony, and **ANTHONY De 'SIMONE,** piano-accordianist, have been added to staff orchestra at KYW Philadelphia.

AUBURN THOMPSON has joined script writing staff of WSB Atlanta, Ga.

HELEN LEIGHTON, who formerly wrote radio column for Mobile (Ala.) Press, has been appointed women's director of WABB and WABB-FM Mobile. Singer and radio actress, Mrs. Leighton has worked for several radio stations, including WSOY Decatur, Ill. WABB and WABB-FM will begin operations within a month.

Mrs. Leighton

LLOYD OGELVIE, announcer with WLIP Kensosha, Wis., received second place honors in American Legion National High School Oratorical contest.

HARRY WATTS and **FRANK BOND** have been transferred to program department of CKOV Kelowna, B. C., and **DENNY REID** has been appointed traffic manager.

BERNIE RYAN, former announcer with WCTC New Brunswick, N. J., has joined WGR Buffalo, as announcer.

LARRY SHIELDS, former announcer, disc m.c. and librarian with WGRV Greeneville, Tenn., has joined WHIR Danville, Ky., as announcer.

GEORGE KERGAN, former assistant production manager of CKBI Prince-Albert, Sask., has joined production staff of CKNW New Westminster, B. C.

BOB McLAUGHLIN, staff announcer on KLAC Hollywood, has been named disc m.c. on station.

JEROME HERMAN (Dizzy) DEAN, of baseball fame, is handling announcing on telecasts of St. Louis Browns games over KSD-TV St. Louis.

RAY MacNAMARA, staff organist of WWL New Orleans, has been admitted into Ten-Year Club, social group with membership open to employes who have been with WWL for ten years.

ROGER GREIG, producer at Toronto studios of CBC, is composer of new song, "Her Name Is Shirley," being published by BMI Canada Ltd., Toronto.

CHARLES HALL, announcer with WCSC Charleston, S. C., received European Theater of Operations Medal at recent Army Day ceremonies in Charleston.

RUTH ANDERSON, women's news reporter at KNBC San Francisco, has been named as one of the recipients of "Oscars" to be awarded this year by Manufacturers and Wholesalers Assn. of San Francisco. She will receive the award for focusing nationwide attention on local apparel industry through her radio broadcasts. "Oscars" will be presented at dinner aboard new Matson Luxury liner, Lurline, May 22.

Own Competition

MOST people have enough trouble trying to avoid competition with others, but Jim Hawthorne, Los Angeles disc m.c., finds that he has gone into competition with himself. While Mr. Hawthorne, currently conducting shows on four Los Angeles area stations, is performing on his Saturday program on KLAC Los Angeles, a transcription of another of his shows is being aired on KXLA Pasadena.

WILL ROLAND, CBS Hollywood producer, is the father of a boy.

HAL STARR, formerly announcer with KSLM Salem and KXL Portland, Ore., and Bea Schum are to be married May 10. Mr. Starr is now in advertising department of Lustron Corp., Columbus, Ohio.

RAYMOND KATZ, program director of WHN New York, has received special award from Marine Corps, in recognition of his cooperation and assistance in promoting interest in activities of Marine Corps Reserve.

STAN ROBERTS, WQXR New York announcer, is the father of a girl, Alyson Jill.

HARRIET PRESSLY, director of women's activities and public affairs at WPTF Raleigh, N. C., has been chosen N. C. Mother of the Year for 1948.

ETHEL MOHR, member of continuity department of WLW Cincinnati, and **CLYDE HAEHNLE,** of WLW engineering staff, have announced their marriage.

TOMMY TRENT and **C. M. BRADFORD,** staff members of WAGA Atlanta, Ga., have been commissioned Lieut. Colonels, Aide de Camp, on staff of Gov. M. E. Thompson.

MORGAN SHOW 'MOST ACCEPTABLE' — RAP

LISTENER-students rated the *Henry Morgan Show* as the "most acceptable" comedy program audited during the 23rd week (March 14-20) of the Radio Acceptance Poll. Balloting, which comprised 353 votes, listed 11 shows as "acceptable." The poll ends for the current season May 8.

Ranked second and third behind Morgan were the *Fibber McGee & Molly* and Eddie Cantor programs, according to tabulation headquarters at St. Joseph's of Indiana, Collegeville, Ind. *McGee & Molly* and Henry Morgan remained one-two in the cumulative ratings.

A "barely acceptable" rating was drawn by the Jim Backus show that week with such comments as: "Very degrading and derogatory remarks about babies . . . bad jokes on matrimony." Some college pollsters characterized the program segment on marriage as "putrid" and said the "moral standards need adjustment."

THEY BELIEVE IN US

WAIR listeners like our kind of programming and believe in and react to our kind of commercials. An investment in WAIR time is the best radio investment you can make in the Winston-Salem market.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

KFMB sells SAN DIEGO

...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

ANTENNA *phasing equipment*

Designed especially for your station, incorporating the recommendations of your consulting engineers, JOHNSON phasing equipment offers:

1. Optimum circuit design
2. Heavier components, wider range of tuning adjustments
3. Individually designed and built by E. F. JOHNSON for YOUR existing installation
4. Automatic switching from directional to non-directional operation

E. F. JOHNSON CO.
WASECA, MINNESOTA

ABC's 1st Quarter Gross Is Up 14.2%

ABC's gross time sales for the first quarter of 1948 reached a new peak, Fred Thrower, the network's vice president in charge of sales, announced last week in a letter to advertising agencies, clients and affiliated stations.

The total of $11,857,194 for the first quarter of this year represented a 14.2% increase over the 1947 figure, Mr. Thrower said. The network sold two and a quarter hours of new weekly business during the more recent period.

Mr. Thrower's report noted the addition of seven new ABC affiliates during the first quarter of 1948, and said the network will add 14 more stations by June 1.

BING SCORES HIT

Handles Game Descriptions —Over WWSW Pittsburgh—

LATEST FEAT of the versatile Bing Crosby is handling play-by-play broadcasts of his baseball club. El Bingo, who is vice president of the Pittsburgh Pirates, was in Pittsburgh April 20 and 21 to back his team in its two opening games with the Chicago Cubs. He took the WWSW microphone from regular announcer, Rosey Rowswell, to participate in several innings of the games.

Bing was no amateur at the job, WWSW reports. He did the kind of job the fans like—good, accurate reporting of the action, frequent repeating of the score, plus intimate chatter about the players

Bing at the mike with Announcer Rowswell.

* * *

and color in his own casual fashion. Also for the benefit of the sponsors, Atlantic Refining Co. and Sealtest Milk and Ice Cream, he delivered a couple of oily and creamy commercials respectively.

Rep. Taber Terms 'Voice' An 'Incredible Drivel'

REP. JOHN TABER (R-N. Y.), chairman of the House Appropriations Committee, lashed out last week at his favorite target—the "Voice of America"—terming it "incredible drivel which the Department foists on the world."

Commenting on a series of scripts sent to him for perusal, Rep. Taber said that "by no stretch of the imagination could any be termed 'first rate'; a few could squeeze into the second-rate classification, but the great majority consist of such trashy jargon that they are an insult to any listener, whether he be in the Congo or Chicago."

Criticizing talk about "potential listening audiences" as "imaginary figures out of a hat," Rep. Taber declared that no one knows how many, "if any," listen to the broadcasts. He pointed out that $100,000 per hour, 22 hours per day, is an "expensive pasttime," and "if we must be burdened with it, let us try to enhance its value by making it a r e a l v o i c e from America . . ."

Five Candidates Accept NBC Show Appearance

ACCEPTANCES by Sen. Robert A. Taft of Ohio, Gov. Earl Warren of California, Norman Thomas, Henry Wallace and Gov. Thomas E. Dewey of New York to appear on *Living—1948*, an NBC documentary series [BROADCASTING, April 26], was announced by the network last week.

The schedule is as follows: Sen. Taft spoke yesterday, May 2; Gov. Warren is set for May 16; Mr. Thomas, May 23; Mr. Wallace, June 6 and Gov. Dewey, June 13.

Program is heard Sundays, 4:35-5 p.m.

WLW-TV Cincinnati has signed for Telenews-INS-INP weekly newsreel becoming ninth video station to take service.

WABD, WTTG PROJECTS APPROVED BY DuMONT

AUTHORIZATION of almost a quarter million dollars for new equipment for WABD, its New York outlet, was announced last week by the DuMont television network. Improvements and additions to WTTG, Washington outlet, are to be announced "in the near future," the network added.

All phases of WABD operations are to be included in the remodeling project, including $37,000 in new master control room equipment and $50,000 for an expected step-up in the remote operations schedule, including a new micro-wave relay system and a third dual orthicon camera chain.

Initial use of a new system of remotely controlled and mechanically operated SO-1 radar antenna units, developed by DuMont engineers, was revealed last week. It eliminates climbing of the tower to adjust disks by hand.

Based on radar principles, electric motors swing the metal, dish-shaped disks horizontally and vertically to search the horizon or skies for signals from WABD mobile units, trucks, and planes.

Building to House KBTV To Be Erected in Dallas

PLANS for the erection of a studio building to house KBTV Dallas have been announced by Tom Potter, oil operator and part-owner of Lacy-Potter Television Co., permittee of the television station. Proposed studio site is at 6336 Richmond St., northeast of downtown Dallas, near the Lakewood shopping district.

Mr. Potter and Rogers Lacy, who died last December, were granted a construction permit by FCC last September for the video station on Channel 8 (180-186 mc). Mr. Potter has filed application to take over the entire operation.

ALL NEW REVISED • 3-COLOR

1948 RADIO OUTLINE MAP

ACCURATE TO JANUARY 1, 1948

In this 3-color 1948 BROADCASTING Radio Outline Map, the whole vast expansion of AM radio during 1947 is charted. It shows every city with AM stations and number of stations per city by symbol . . . enlarged areas for the main congested metropolitan districts . . . Canadian counties and time zones . . . Alaska . . . Puerto Rico . . . Hawaii.

You'll use it to define your coverage, for presentations; to plot your network and national spot campaigns. It's 35½" x 25" and printed on durable white paper which takes ink like your letterhead.

PRICES

75c—per map

60c each 10 or more

50c each 50 or more

SIMPLY MAIL COUPON NOW

To: BROADCASTING PUBLICATIONS, Inc.
National Press Building
Washington 4, D. C.

Please send me _____ 1948 Radio Outline Maps, for which I enclose $_____. *(Check or money order, please)*

*NAME*_____

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*ADDRESS*_____

*CITY*_____ *ZONE*_____

*STATE*_____

REPRESENTED: Nationally by Adam J. Young, Inc.

Programs

BACKGROUND of typical teen-age hangout is setting of new series, "Pepsi-Cola Teen Bar," telecast over KSD-TV St. Louis, under sponsorship of Pepsi-Cola Bottlers of St. Louis, through Jim Daugherty Inc., that city. Central props for 15-minute unrehearsed feature are electric Pepsi-Cola bottle cooler from which beverage is purchased, a counter, record player and piano. Participants are from selected high school of the week. Format includes musical quiz, presentation of headline guest stars, act featuring high school talent and M.C. Russ David at the piano, plus dancing by students.

Open-Air Show

OPEN-AIR show originating over 2300 feet above sea-level, atop Lookout Mountain, Chattanooga, Tenn., is new feature of WDOD Chattanooga. Visitors to this Rock City are interviewed from spectacular overhanging observatory called "Lover's Leap," on 15-minute Sunday afternoon show. Gay McPherson, m.c., interviews visitors from all over U. S. and Canada, and presents each interviewee with a gift. Special present is given to visitor farthest from home.

Grandpappy's Gramaphone

RECORDINGS dating back to early days of phonograph are featured on "Grandpappy and his Gramaphone," over WSAM and WSAL(FM) Saginaw, Mich. Show, which takes rustic pokes at all of current disc jockey trends, promotions and ideas, stars Robert Liggett, former actor, and his old time phonograph. Station has made show available, on participating basis, to national accounts.

Amateur Talent

SAFETY program, "Green Cross Searchlight," scheduled to start this month on KGO San Francisco, is seeking amateur talent from Northern California. Station is to present series in cooperation with San Francisco and East Bay Chapters of National Safety council. Auditions are being held twice weekly and are open to all amateur entertainers in California. Winning contestant will get $500 government bond, week's engagement at a bay area theatre or night club and scholarship to continue his or her vocal, instrumental or dramatic training. Each contestant appearing on program will receive $25 bond.

Candidates Interviewed

LEADING CANDIDATES for the Presidency are being featured in interviews on series of commentaries by Deputy Secretary of State John E. Russell over WNHC New Haven and five other stations of Connecticut State Network. Guests to be heard on series, "Views on the News," include Gov. Thomas E. Dewey, Speaker Joe Martin, Harold E. Stassen, Sen. Robert A. Taft and Gov. Earl Warren. Other stations airing series are WNAB Bridgeport, WTHT Hartford, WATR Waterbury, WTOR Torrington and WNLC New London.

Video Golf Instruction

INSTRUCTION on playing golf is latest sport to appear on video over WWJ-TV Detroit. Program features Joe Devany, president of Professional Golfers Assn., demonstration tricks that make it easy to play golf in low 70's. Titled "Follow Thru," feature is 15-minute weekly series.

Cops Featured

HIGHLIGHTS and sidelights of local police department are featured in new series, "Meet the Man on the Beat," over WCAP and WCAP-FM Asbury Park, N. J. Fifteen-minute program is prepared and conducted by Sgt. Frank Rowland of the force. Format consists of short skit proving that "a policeman"s lot is not (always) a happy one," plus interviews with other local law enforcement members.

WBCC Is Insured

SELLING of hours of silence by daytime stations has taken a new trend at WBCC Bethesda, Md., where the station has sold its sign-off to a local insurance agent. Willard D. Egolf, president of WBCC and former NAB director of public relations, devised and copyrighted a sign-off which states: "This station's return to the air tomorrow is insured by the Howland A. Sarra Co., insurance affiliate of the Marvin Simmons Co., realtors and developers of Glen Hills."

'Negro in American Life'

ARTISTIC CONTRIBUTIONS of the Negro to American culture are portrayed in new series over WPTF Raleigh. Participants in program titled "The Negro in American Life," are outstanding Negro leaders in the state and local Negro collegiate choruses. Program is under auspices of North Carolina Interracial Commission, and is aired Saturday afternoons.

'I Learned Late'

LIFE STORIES of women who have mastered a new job or skill in their forties are featured in weekly series "I Learned Late" on CBC Trans-Canada network. Women from different parts of Canada tell how they "learned late" to master such skills as those of playwright, manager of a canning factory, freelance writer, swimming instructor, etc.

TV Clubroom

DESIGNED to appeal to both young and old televiewers, new video show has been inaugurated by WGN-TV Chicago, featuring Dick "Two-ton" Baker. Titled "Wonder House," daily full-hour show originates in Puppet room where Art Nelson's marionettes and puppets entertain with installments of children's stories and Punch and Judy shows; the attic where the daily meeting takes place, and living room where Mr. Baker specializes in renditions of novelty numbers. Also included are film cartoons, chapter of movie serials and specialty acts. Clubroom is intended as a television playground for Chicago youngsters, with membership solicited.

'WFOY Is There'

COLORFUL background of St. Augustine, Fla., nation's oldest city, is brought to life in new series aired over WFOY St. Augustine. Titled "WFOY Is There," weekly 30-minute dramatization is patterned after "CBS Is There," (now called "You Are There") also heard over WFOY. Major events in settlement and progress of city are reinacted with WFOY reporters presenting commentary and conducting interviews.

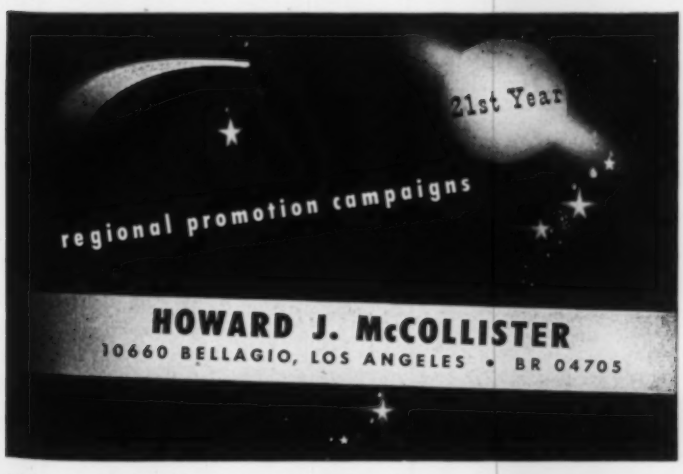
FORTHCOMING return of Vic and Sade to the air was the occasion for the smiles. NBC owns the transcribed program, which will be produced by Green Assoc., Chicago, for regional or local sponsorship. On hand as the contract negotiations were completed were: Seated—Lew Green (l), vice president of Green Assoc., and I. E. Showerman, NBC vice president in charge of Central Division; standing, l to r—Homer Heck, NBC, who will direct show; Paul Rhymer, author of series; Art Van Harvey, Bernadine Flynn and Paul Belvidere, who play Vic, Sade and Rush, respectively, and Merritt R. Schoenfeld, Green Assoc.

'Jewish Life'

CONTRIBUTIONS of Jewish people to democratic thought and culture are basis of new weekly series, "Jewish Life," started over WQQW Washington. Aired Sunday at 2 p.m., program presents folk and other traditional music, analysis of current news as it affects Jews, narration of folk stories, interviews with civic leaders in Washington, and roundup of forthcoming local events. Program is aired as public service under sponsorship of Joseph A. Wilner Co. of Washington.

Records Highlights

TO BRING accuracy and more life to his reporting of Pittsburgh Pirates-Chicago Cub opening game, Bill Sutherland, WCAE Pittsburgh sportscaster, carried wire recorder to press box with him at Forbes Field. Any time it appeared there might be exciting play, he turned on wire recorder and gave play-by-play descriptions. Excerpts were used on his five-minute sportscast over WCAE at 6 p.m. He plans to use similar recordings all season if possible. Regular play-by-play broadcasts of the games are sponsored over another station.



WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

AM-WLBR-FM

WLBR's potential audience of ONE MILLION PERSONS, who spend annually more than THREE HUNDRED MILLION DOLLARS in retail trade, constitutes the big and rich Central Pennsylvania market.

That's the famous Lebanon Valley! One great market . . . and it can be covered with one station—WLBR!

For selling power in Central Pennsylvania, it's WLBR!

"The Voice of Lebanon Valley"

JULIAN F. SKINNELL,
Operations Manager
REPRESENTED BY RAMBEAU

CARL W. MATTISON, former general manager of WGLN Glens Falls, N. Y., has joined WWSC Glens Falls, as merchandising and promotion manager.

JIMIE SPANOS, former head of publicity and promotion department at WWSW Pittsburgh, has been appointed publicity and promotion manager of WIND Chicago. She succeeds **ALEX TELLIS,** resigned [BROADCASTING, March 8].

LOU BROTT, former publicity director and newsman for WOL-MBS Washington, has been appointed publicity director for "3-Star Extra," sponsored by Sunoco over NBC five nights weekly. Mr. Brott previously was with INS Washington bureau.

LOIS DESKIN has joined staff of WTOL Toledo, Ohio, as assistant in public relations office.

BOB SCHONHOFF, promotion manager of KVOO Tulsa, has been elected to Board of Directors of Tulsa Advertising Club for two-year term.

VICTOR E. FORKER Jr., formerly with National Adv. Art Center, has joined WPIX (TV) New York, as program promotion manager. Mr. Forker was incorrectly identified as program manager in BROADCASTING, April 26.

Promotion

Hints to Dealers

BRIGHT YELLOW pocket-size booklets have been distributed to dealers of Taystee Bread, giving them hints on courtesy and selling points and announcing Taystee advertising on KSTP St. Paul-Minneapolis. Booklet is written in rhyme with illustration accompanying each verse. Last page emphasizes that "KSTP . . . now adds its influence to increase the sales of Taystee Bread . . . Here's real advertising backing—the kind that pays off every day." Booklet is one of series of dealer promotion being distributed by KSTP.

Pays Parking Fines

HUNDREDS of Montana motorists have been surprised to learn that what appeared to be a traffic ticket on their windshield was a "courtesy card" from KGVO Missoula. Newly-installed parking meters in Missoula have been giving motorists who are not used to them a bad time and KGVO has come to the rescue by bailing out over-parked cars with pennies inserted by station personnel. Tag line on card left on car reads: "There's no charge for parking you radio dial on 1290 kc." Station reports campaign has caused extensive comment and many letters and calls of appreciation have been received.

Promoting FM Baseball

FORM LETTERS have been sent out by WCSI (FM) Columbus, Ind., to majority of radio dealers in southern Indiana in an effort to further interests of FM and baseball. Letters announce that WCSI is broadcasting all baseball games played by Cincinnati Reds, and request merchants to place an FM radio in front of their shops to point up superiority of FM. Station also offers to send baseball promotion signs to all dealers.

Papers Welcome WTVR

LOCAL newspapers at Richmond, Va., ran unusually large editions April 22, opening day of WTVR Richmond. Editions of the two local papers totaled 63 pages and were devoted to television stories and advertisments welcoming the video station.

Conservation Project

FOUR-STATE 4-H Club soil conservation recognition program set up last year by WOW Omaha has become an annual event, station announces. Plans are under way for 1948 competition among clubs in Iowa, Nebraska, South Dakota and Kansas. WOW has provided $1,600 for awards. Contest is conducted in cooperation with Soil Conservation Service and Extension Services of various states.

Interviews Sponsors

INTERVIEW program with various local sponsors as guests is latest promotion stunt of KELA Centralia-Chehalis, Wash. Wire recorded interviews are conducted from sponsor's place of business by Dud Gaylord, KELA promotion director. Titled "Meet the Sponsor," feature places emphasis on head of the business, products and services offered and members of organization's staff. Occasional background is furnished by machinery, cash registers and clerks making sales.

WRFD Road Tour

PICTORIAL DISPLAYS of station personalities, programs in action and recording artists are used by WRFD Worthington, Ohio, in its current tour of Ohio rural areas. Station sets up temporary studios in rural towns and prepares displays in store windows. Each town is visited for one week and programs are presented featuring local talent as well as station personalities. Civic organizations, town and county schools, local clergymen and other citizens are represented in programming.

Picture Postcards

PICTURE POSTCARDS featuring Washington Senator baseball players are being sent to listeners on request by Arch McDonald, sportscaster at WTOP Washington. Mr. McDonald aired the offer during his spring broadcasts from training camp in Florida. Station reports that 1,000 requests came in even before cards could be printed. Message side of postcard contains brief note from Mr. McDonald.

KDKA Scholarships

THREE AGRICULTURAL scholarships at West Virginia U., Ohio State U. and Pennsylvania State College have been established by KDKA Pittsburgh. Scholarships will consist of $100 for nine-month school year and will be open to junior and senior undergraduates in agriculture. Faculty committee of each school will select the scholar from those applying, on basis of character, leadership and scholarship. First scholars will be selected for 1948-49 period and will be presented on May 19 broadcast of KDKA "Farm Hour."

Tagging Trout

FISH have been planted in Central New York State's best streams by WSYR Syracuse, in cooperation with State Conservation Dept.'s studies of fish migration, and in connection with station's fishing contest. Station planted 700 tagged trout in the streams. First tagged fish caught wins $25 for its captor. Other prizes will be awarded to fishermen catching prize fish at later date. Earlier a tag is returned to WSYR, better the prize.

Introduces New Show

PROMOTION folder has been distributed by KSD St. Louis, introducing its Russ David show. Front and back of folder feature picture of Mr. David and inscription "This is Russ David . . ." Inside spread carries head reading ". . . and this is 'the Russ David Show.'" List of what constitutes the program reviews format, patter, vocals, music, interviews, appeal and one-minute spots.

'WJHParagraphs'

LOCAL and network shows of WJHP Jachsonville, Fla., are previewed in daily column inserted by the station in Jachsonville Journal. Called "WJAParagraphs," column averages 300 words daily written in an informal manner. Behind-the-scenes previews of various shows and news from the station are main features of column.

FM Promotion

MANTEL MODEL combination AM and FM receivers have been sent to all station representative offices throughout Canada where FM stations are located, by Canadian Marconi Co., Montreal. Since there is still shortage of FM receivers in Canada, this will enable representatives to allow clients to hear FM broadcasts.

Fishing Derby

ONE-DAY FISHING derby that is expected to draw more than 50,000 anglers to Oklahoma's Lake Texhoma May 8, has been announced by WKY Oklahoma City. Cash and merchandise prizes will be awarded winners in fishing contest sponsored by WKY and Daily Oklahoman and Times. Purpose of derby, according to P. A. Sugg, WKY general manager, is to "acquaint Oklahomans with the mammoth lake . . ." Complete coverage will be given derby by WKY which will move its announcing, production and engineering staff to the lake for the day.

'Dodger Mania'

TO COUNTERACT "Dodger Mania," WHN New York has distributed "therapeutic items" among the radio industry. The station, which is broadcasting Dodger ball games, included in its kits carton of Old Gold cigarettes; package of Post-Tens, manufactured by Post Cereals Div. of General Foods Inc.; first aid manual, "Care and Protection of Dodger Fans" [BROADCASTING, April 19], and Red Cross first aid textbook. P. Lorillard Co., maker of Old Golds, and General Foods both sponsor Dodger broadcasts, which started April 15 on WHN.

Satisfied Customer

"A FARM PROGRAM and a Satisfied Customer" is title of latest promotion letter from KNBC San Francisco. Program in question is "Farmer's Digest"; the "satisfied customer" is Standard Oil of California, its sponsor. Letter is composed mainly of quotes from surveys made by house organ of Standard Oil offering evidence that "Farmer's Digest" is most popular farm program in KNBC coverage area. "Best testimonial ever invented," concludes the letter, "is a satisfied customer."

Pepsodent-MGM Promotion

TO COINCIDE with release of MGM "Homecoming" film starring Clark Gable and Lana Turner, Pepsodent Div., Lever Bros., through Foote, Cone & Belding, arranged promotion stunt in cooperation with MGM. Pepsodent is promoting "Lana Turner Perfumer," a ball-point atomizer. Splash aids are appearing in 127 cities in addition to radio tieups on Bob Hope show, "Lux Radio Theatre," "Aunt Jenny" and "Junior Miss."

KFI Ear Plugs

"IT TAKES more than ear plugs to stop 50,000 watts from 750 feet" says KFI Los Angeles' latest promotion letter to which is attached a box containing ear plugs. Station's new 750-foot vertical antenna is the subject. Letter lists various uses ear plugs can be put to, reminding reader that he "won't want to use ear plugs when KFI talks."

★ Concentrated coverage
★ Dealer and listener loyalties
★ Merchandising assistance

in GEORGIA'S 3 MAJOR MARKETS at one low cost

THE GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, INC.

DUAL TV RATE CARD

Katz Recommends Setup Based On Studio, Basic Rates

IN ATTEMPTING to simplify television rate cards, the Katz Agency, New York, has prepared recommendations involving two rate structures: a basic rate and a studio rate.

The basic rate covers any program or announcement which does not require extra production or personnel, such as film programs and announcements and recorded background music. The studio rate is designed for accounts for which the station provides a camera crew and technical director for live shows.

Costs for special features are not cited but the card stipulates that they are to be quoted on an "all-inclusive basis, fully commissionable."

Formula for time costs is as follows: 30 minutes, 60% of one-hour rate; 20 minutes, 50% of hour; 15 minutes, 40% of hour; 10 minutes, 30% of hour, and 5 minutes, 20% of hour.

Rates are guaranteed for six months from date of first telecast. Contracts are subject to cancellation on 28-day notice for programs and 14 days for announcements.

J. Albert Woll Becomes General Counsel of AFL

J. ALBERT WOLL, former U. S. attorney and son of Matthew Woll, union leader, has signed a three-year contract with the American Federation of Labor to serve as general counsel. He succeeds the late Joseph A. Padway. Dan Carmell, Chicago attorney, has been serving as James C. Petrillo's and AFM's legal advisor since the death of Mr. Padway.

Mr. Woll was attorney for the northern district of Illinois for seven years before resigning a year ago when he moved to Washington. He will serve also as attorney for the AFL Labor League for Political Education.

Agencies

(Continued from page 6)

Privett Inc., as art director and production manager, respectively. All are Los Angeles agencies.

JEAN HADLEY, formerly with Gerth-Pacific Adv., Seattle, joins Penman Neil Adv., that city.

ROGER C. McDONALD and **CATHERINE TIDEMANSON** join Erwin Wasey & Co., Los Angeles, as art director and home economist, respectively.

BERNARD A. DUFFY, president, BBDO, New York, to speak on media relations at eighth annual Spring Convention of Southern California American Assn. of Adv. Agencies, May 25 at Ambassador Hotel, Los Angeles.

STAN SCHULBERG, formerly in copy department of Madison Adv., New York, appointed account executive, Battistone & Bruce, New York advertising consultant.

CHRISTOPHER J. RAINES, formerly of Richard & Co., New York, appointed production manager, Badger & Browning, Boston.

MELTON Adv., Dallas, moved to larger offices in Hagar Bldg., 1708½ Commerce St.

RICHARD M. ALLERTON, former director of research, Abbott Kimball Co., New York, appointed director of marketing and research, Wiley, Frazee & Davenport Inc., New York.

WILLIAM R. BAKER Jr., executive vice president, Benton & Bowles, New York, and **JACK EVANS**, vice president, General Foods Corp., are in Hollywood for week's conference in B&B office there.

WHITING HALL, former copy chief, Plymouth Motors in Detroit, joins copy department, Geyer, Newell & Ganger, New York.

J. ROBERT CONROY, formerly with J. C. Berens, New York public relations counsel, joins public relations staff of Brooke, Smith, French & Dorrance, Detroit and New York.

BENING Adv., Sacramento, Calif., changed name to Bening-Perkins Adv., with admission of **SCOTT PERKINS** as full partner.

BETTY RUTH BRUNS, timebuyer for Ted Bates Inc., New York, and **JOHN (Jack) McCARTHY**, turfcaster for ABC, to be married May 21.

GEORGE W. McMURPHEY Adv., Portland, Ore., moved to new offices in Lewis Bldg.

WILLIAM GREEN, former radio director, Knollin Adv., Los Angeles [BROADCASTING, April 12], is no longer with the agency.

Spot Billings Up

THE ADAM YOUNG Jr. Inc., New York office announced last week a 135% increase in national spot radio billings for first three months of 1948 over the same 1947 period. The firm, a station representative, has approximately the same number of stations on its list as a year ago.

KENYON IS RE-ELECTED TO HEAD ARF BOARD

OTIS A. KENYON was re-elected chairman of the board of directors of the Advertising Research Foundation, it was announced last Friday. Mr. Kenyon is also board chairman of Kenyon & Eckhardt.

Mr. Kenyon

Paul B. West, president of the Assn. of National Advertisers, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, were re-elected secretary and treasurer, respectively, of the Foundation.

The following directors were re-elected for three-year terms: Gordon E. Hyde, president, Federal Advertising Agency; H. H. Kynett, partner, Aitkin-Kynett Co.; Robert B. Brown, vice president, Bristol-Myers Co.; H. M. Warren, vice president, National Carbon Co. Marion Harper Jr., vice president, McCann-Erickson, was also elected a director.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC • 5000 WATTS • FULL TIME

KTUL

TULSA

John Esau
Vice President & General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Do you have real managerial ability? New station in southwest community of over 100,000 has opening for such a man not afraid of work or competition and who can produce successful operation. A real opportunity for permanent, profitable connection. If you are the man we are looking for, send full details in confidence to Box 327, BROADCASTING.

Salesmen

Salesman-announcer. New Orleans, excellent opening, top man, steady, 15% commission, drawing account. Box 274, BROADCASTING.

Time salesman—Experienced, immediate position. Man with car preferred. Independent southern station. Give details. Box 275, BROADCASTING.

Salesmen—Alert Virginia station in market of 400,000 needs two aggressive advertising men with sales ability. $75 a week draw against 15%. Right men can start immediately. Salary potential in five figures. Write or wire Box 278, BROADCASTING.

Salesman—Aggressive, experienced time salesman wanted, near N. Y. area. Reply with references and picture to Box 328, BROADCASTING.

Georgia regional in market of 150,000 is looking for a salesman who can produce. Excellent commission arrangement against good guarantee. Box 339, BROADCASTING.

Wanted salesman—Independent, 1000-watt daytimer; large southern New England market; guaranteed minimum; car required; send complete details and photo. Box 348, BROADCASTING.

Opportunity for salesman with proven record, to establish himself in excellent New England small market. ABC station. Salary plus commission. Hard work will bring good income. Box 364, BROADCASTING.

Prominent manufacturer of radio broadcasting equipment has opening for sales engineer in Washington, D. C. office. Considerable traveling involved. Remuneration: salary and commission. Age limit 30 to 45. Reply Box 381, BROADCASTING.

Announcers

Wanted—Good disc jockey. Sell and ad-lib daily hour show. Southern station. Box 276, BROADCASTING.

Announcer for Rocky Mountain net affiliate. Must be versatile, able to handle typewriter. Start $200 per month. Send disc, photo and background first letter. Box 297, BROADCASTING.

Wanted—Top announcer, ad-lib ability of prime importance, salary, plus talent, by 1,000 watt Columbia outlet in important southern market. State complete experience record, age, etc., and enclose recent picture with application. Write Box 309, BROADCASTING.

Announcer-producer wanted by new FM station. Want someone interested in helping with programming. Please tell whole story in first letter. T. W. Austin, WFMY News-Record Station, Greensboro, North Carolina.

Wanted—Experienced announcer capable of handling early morning program. Also combination engineer-announcer with first class ticket. Include first letter edition, experience and expected salary. Address reply Radio Station WRRF, Washington, N. C.

New England, CBS affiliate has immediate opening for experienced, versatile announcer. New England native with minimum one year experience preferred, no floaters. Submit audition, etc., references, salary requirements. Box 376, BROADCASTING.

Announcer. Midwest regional needs experienced, all-round announcer with ambition. No specialists. Send audition transcription, full qualifications airmail. Address Box 360, BROADCASTING.

Have opening for two good all-round men, ability to ad-lib, handle tables and participate in local production schedule. Send background, disc and salary requirements to WSAM, Saginaw, Mich.

Help Wanted (Cont'd)

Wanted: Announcer for 1 kilowatt station, going five kw about July 1st. Basic pay to start $40.00 per week with time and a half for overtime. Modern station also operation 100 kw FM station. Experience required send replies to Mel Barnett, Program Director, WHIS Bluefield, West Va. Send Disc.

Major FM station, in beautiful California mountain resort location, wants experienced combination man. Must be good announcer, with first class license. Excellent opportunity. Give full details first letter. Box 385, BROADCASTING.

Technical

Experienced first-class transmitter engineer with car for 250 watt daytime station in Pgh. area. Starting salary $45 for a six-day 40-hour week. Periodic raises. Single men only need apply. Write details to Box 324 BROADCASTING.

FM station remote New York mountaintop needs experienced engineer. Must be rugged to meet winter conditions. Non-metropolitan ham preferred. Box 346, BROADCASTING.

Wanted immediately—Operator-engineer with first phone ticket by progressive independent station in the heart of best fishing and hunting country in the west. We want the best and pay accordingly. Send photo, audition disc, qualifications to Station KWEI, Weiser, Idaho.

Chief engineer, new station, Pennsylvania. Installation experience necessary. Please state age, experience and salary expected. Box 363, BROADCASTING.

Production-Programming, others

Television instructor in old established radio school. Man with practical experience and comprehensive technical knowledge of television. Teaching experience helpful. Give full details and salary expected. Box 355 BROADCASTING.

Continuity writer, northern New England 5000 watt network affiliate. Some experience necessary. Submit references, sample copy first letter. Box 356, BROADCASTING.

Continuity writer, male or female, experienced, to concentrate on commercials regional station in medium-size midwestern city. Send reference, background, financial requirements. Box 386, BROADCASTING.

Situations Wanted

Managerial

Experienced manager—Outstanding record of administration in sales and programming. Box 349, BROADCASTING.

General manager—With eight years experience in radio desirous of making a change. Married, sober and dependable. Extra strong in sales and programming. In charge of all phases of present operation from time of issuance of CP. Best of references from present employer. Salary reasonable, all offers considered. Box 387, BROADCASTING.

Manager. Experienced in all phases of broadcasting both AM and FM. 14 years of successful operation. Can get top references from top men in radio. Available shortly. Box 388, BROADCASTING.

Salesmen

Small station work—Experienced sales, announcing, commercial writing, traffic control operator. College graduate. Box 315, BROADCASTING.

Producing salesman now employed wants to make a change for personal reasons. Prefers draw and commission set up on station that really needs sales. Go anywhere! The boss knows about this so you can contact me where I work. Bob Neukirch, WHBQ, Memphis, Tenn.

Situations Wanted (Cont'd)

Announcers

Announcer, experienced, console, operation, excellent newscaster, time salesman. Past employment proven announcing and sales record. Married, 33. Box 136, BROADCASTING.

Radio City School graduate, announcing and acting. Good knowledge programming and copywriting. Short on experience but long on ambition. Partial to sports, play-by-play. Do newscasting and disc shows. Available May 10th. Single, 24, will travel. Photo and disc on request. Box 259, BROADCASTING.

Announcer—Experienced news, sports, disc jockey and ad-libber. College education. Disc available. Box 313, BROADCASTING.

Announcer—Summer replacement. College student, radio experience news, sports, disc jockey on college station network outlet. Box 316, BROADCASTING.

Announcer, experienced in commercials and news. Doing own disc shows. At present, working on Mutual affiliate. Vet, married, no children. Will travel. Disc and photo available. Box 337, BROADCASTING.

Morning, night man, jockey. Very popular, New England, seeking change. Long radio background with reputation for boosting Hooper, Conlan. Now producing two shows with original format. High calibre. Want large metro station. Definite proof of success and excellent references. Box 338, BROADCASTING.

12-6 A.M.! Night disc jockey. 8 years. Possible summer replacement. Available immediately. Box 344, BROADCASTING.

Announcer—23, vet, married, trained in leading school of radio, all phases of announcing. Short on experience, long on ambition. P.S.—He's an eager beaver. Disc, photo on request. Box 345, BROADCASTING.

Announcer-writer, married, vet, 27, graduate School of Radio Technique. Conscientious and willing to work hard for experience. Disc, photo available. Box 347, BROADCASTING.

Experienced California announcer-disc jockey. Steady. Available immediately. Desire position west or midwest. Bill Seybold, 2361 E. Mt., Pasadena 7, Calif.

Announcer—Experienced. Strong on commercials and news. Can do man-on-street, M.C., write copy. Available immediately. Prefer west or midwest. Ed Royal, 3766 Corta Calle St., Pasadena, Calif.

Announcer, newscaster, commercial writer; all-round staff duties; experienced. Age, 24. Family man. Disc and photo on request. George Peckham, 412 Genoa St., Arcadia, Calif.

Skilled announcer, newscaster, boardman, jockey. Married. West or midwest. References. Bert Gall, 4311½ S. Grand Ave., Los Angeles 37, Calif.

Announcer, disc jockey. Graduate leading radio school. "Guested" ABC and CBS shows. Personal interview in New York State. Write Announcer, 12 Emmett St., New Hyde Park, N. Y.

Good all-round announcer, year experience. Prefer midwest. $50 minimum. Available immediately. Box 351, BROADCASTING.

Available at once, announcer with four years experience and first class ticket. Will consider combo work if studios and transmitter are together. Otherwise, announcing only. Can offer good work in return for good salary. All replies answered. Box 367, BROADCASTING.

Versatile. Experienced announcer and writer. Sports, interviews, play-by-play, continuity and script. Desires position in midwest or east. Disc and photo on request. Box 366, BROADCASTING.

Announcer—Capable, neat, willing to work hard for small station. Trained at leading Chicago radio school. Age 28. Photo, audition disc available. Florida preferred. Joseph Cooper, 229 N.E. 31st Street, Miami 37, Florida.

Ad-lib man. Six years disc jockey, staff, news, sports play-by-play. Worked major eastern 50,000 watter. Family man, 24. Box 352, BROADCASTING.

Announcer, two years experience. Married, 26. References. Disc. Will travel. Stan Mitchell, 4842 68th St., San Diego, Calif.

Announcer with good voice and proven ability; experienced; veteran; 23; single; college education. Looking for position to begin middle of June. Will travel but prefers middlewest. Box 357, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, married, some experience with independent daytimer and network fulltimer. Available immediately. Trained all phases including console—no floater. Desire permanent position, midwest or southwest preferred. Disc, photo available. All offers considered. Box 370, BROADCASTING.

Announcer, 27, veteran. No ostentation. Disc will prove my merit. Topnotch newscasting - commercials. Graduate School Radio Technique. Prefer near Washington, D. C. Immediate disc. Box 358 BROADCASTING.

Announcer, sportscaster, play-by-play, versatile, assistant major league scout, references. Box 359, BROADCASTING, Chicago, 360 N. Michigan Ave.

Announcer—Deep, pleasant voice; sober; strong on commercials. Graduate of both speech and broadcasting schools. Eligible for G. I. training. Disc and photo upon request. Available immediately. Box 361 BROADCASTING.

Available—Announcer with experience that includes 5 months on 1000 watt station. Young, dependable, ambitious, conscientious. Well versed in all phases of staff announcing plus remotes and ad-lib. No combination jobs. Will send disc upon request. Box 377, BROADCASTING.

Sportscaster—Single, 28. Experienced play-by-play baseball, football, basketball. Also, newscasting, special events, ad-lib shows. Highly recommended. Contact Bob Wilson, 1470 Warner Ave., Chicago, Ill. Phone Buckingham 0565.

Announcer—One year experience, age 25. Progressive and ambitious. Will consider every offer, thank you. Box 371, BROADCASTING.

College graduate of leading Northeastern University available June 15. Four months all-round experience including controls, but my abilities show more and know I can prove it. Sports a specialty, can "sock" a commercial in addition to news and disc shows. Answer this ad. I may be what you're looking for. Radio is my love, not salary. Box 372, BROADCASTING.

There is no substitute for experience. Experienced news personality, announcer, writer, producer. Plenty of experience in network and independent stations. Top references. Available June 1st. Box 375, BROADCASTING.

Skilled announcer, newscaster, boardman, jockey. Prefer Pacific coast. References. Address Bob Douglas, 745 East Foothill Blvd., Altadena, California, for disc and photo.

Staff announcer. Thoroughly experienced. Will travel. Best references. Disc available. Box 390, BROADCASTING.

Announcer, available immediately. Experienced affiliates and independent. Top references. Good ad-lib, straight commercial, news, special events. No play-by-play. Prefer large town, but will consider any good offer. Box 391, BROADCASTING.

Announcer . . . 250 watt, one kilowatt and 50 kilowatt independent and network. Program manager experience. Best of references and record of achievement. 100% commercial. Box 389, BROADCASTING.

Technical

35, first phone, 10 years experience, married. Engineering degree. Box 252, BROADCASTING.

Combination engineer-announcer with first phone. One year's experience 250 w independent. Graduate Radio City School announcing and acting. Good knowledge of programming and copywriting. Experienced all phases announcing, newscasting and disc shows. Prefer production to engineering. Available May 15. Will travel. References, photo and disc. Box 258, BROADCASTING.

Engineer with first phone license and excellent background including six years in broadcast work desires position, preferably, chief engineer or supervisor. Box 378, BROADCASTING.

Combination man, first phone license. Five years announcing experience. Network affiliate preferred. Mild climate desired. Married. Box 354, BROADCASTING.

Engineer—First phone, IBEW member. 2 years college. 3 years experience-studio and transmitter shifts, maintenance, recordings, remotes, etc. Desires permanent position. Excellent references. Single, sober. Box 369, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Transmitter operator—three years experience. First class license. Available immediately. Box 265, BROADCASTING.

Engineer, 1st phone, 1st telegraph. Five years marine experience. Three years Navy ETM 1st class. Some broadcast experience. All reasonable offers considered. Box 341, BROADCASTING.

Practical chief engineer, 13 years telephone 1st, ham, serviceman, references as former chief 250 watts. Construction jobs considered, full. Property maintenance, works hard, for good pay—not prestige. Married. Like living at transmitter connection at once, no Dixie wages, details first letter. W. S. Crooks, c/o Cartmill's, R 2, Loudenville, Ohio.

Technician—Grad. RCA. First phone, 29, single, will travel; wants steady position. John Wickowski, 444 Wyona St., Brooklyn 7, N. Y.

Chief engineer desiring permanent position, twelve years broadcasting experience. High and low power FM and AM extensive installation and maintenance experience, installed three complete radio stations 1947. Experience in directional antennas. Good educational background. Good references. Minimum $75.00 per week. Phone 548-J, S. A. Azar, Dothan, Alabama.

Engineer experienced transmitter, studio control, remotes. First phone, RCA graduate. Available immediately. Southwest preferred. Write Box 382, BROADCASTING.

Chief engineer 5000 watt directionalized station looking for position west. Experienced all phases eonstruction AM and FM. Navy veteran. Three years of college. Single. Twelve years radio experience. Interested right salary at aggressive station two weeks notice. Can furnish two competent engineers for staff. These men not this same station. Box 383, BROADCASTING.

Production - Programming, others

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

Program director—12 years broadcasting including over 6 years freelance announcing, newscasting, program-production manager, director, commercial recording, etc. Currently program manager of major network regional outlet. Desire permanent affiliation with progressive station. Available on 30 days notice. Box 247, BROADCASTING.

Announcer, program director, 2½ years practical experience, understands all phases programming. Knowledge television production. Desires permanent spot with progressive organization. Box 250, BROADCASTING.

Programming, production opportunity wanted. Two years announcer, commentator, writer. Columbia, N. Y. U. radio plus degree. Electronics experience. Married, 32. Desire permanence. Box 270, BROADCASTING.

Available soon—Progressive program director, announcer, producer—6 years experience (presently employed in all 3 capacities), 29, single, college graduate. Learned program direction-production the hard way at an independent. Announce everything except play-by-play sports, but prefer news and special events. Experienced in continuity, traffic, sales. Desire change to larger, more competitive market. Box 283, BROADCASTING.

Have I reached the limit of my ability? Want Texas or southwest, where efforts are rewarded. Six years experience, radio. Box 210, BROADCASTING.

Continuity writer—Experienced continuity writer commercials, musical shows, variety shows and dramatic scripts. College education. Box 314, BROADCASTING.

College graduate with major in radio-speech. Continuity production, women's shows, and a singer with lots of experience. Box 342, BROADCASTING.

Graduate School of Radio Technique. Thoroughly trained in all phases of broadcasting. Have imagination, sense of humor. Can ad-lib. Box 373, BROADCASTING.

Cowboy vocalist. Radio, stage, recordings since 1935. Available for radio programs, advertising and selling. Dick Carson, Box 274, Cecil, Pa.

AM 1 kw experience. Want progressive eastern station. Box 362, BROADCASTING.

Two hard working girls wish positions with network affiliate. Capable, experienced, secretary-billing clerk and traffic manager. Box 368, BROADCASTING.

Interested in good, live talent? Girl vocalist . . . radio experience . . . popular repertoire . . . young, attractive. A real addition to your staff. Box 384, BROADCASTING.

Situations Wanted (Cont'd)

The answer to your PROGRAM problems.

Young program manager-producer-writer. Successful P.D. of independent stations. Production manager of network outlet in nation's third largest city.

Assistant P.D. of 50,000 watt network station. Written and produced all types local programs—produced a number of net shots.

Successful program building background.

Well schooled in program-sales relationship. Some television experience.

REFERENCES TO SUPPORT ABOVE

Looking for "the right job with a good future." If you have a good offer to make to a good program man; I'd like to hear from you. Box 379, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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Want a Refresher Course?

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Want to be a broadcaster?

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Please send information concerning
☐ **Correspondence** ☐ **Residence Courses.**

Name.....

Address.....

City.....**State**.....

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8880 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Learn broadcasting and continuity writing under studio conditions with topflight instructors. Free placement service. Enroll evening classes now. Veteran approved. Next fulltime day class starts June Seventh. Limited enrollment. Insure your priority by applying at once. Pathfinder School of Radio Broadcasting, Kansas City, Missouri.

Employment Services

700 broadcasters can't be wrong! For screened employees, a free employer's service, contact RRR—Radio Employment Bureau, Box 413, Philadelphia.

For Sale

55% INTEREST
MIDWEST STATION

Controlling interest in regional located in the heart of the midwest's best farm territory operating profitably now, but this property has a tremendous potential that is due to materialize rapidly. Price for 55% is $50,000.

Write exclusive representatives

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave. National 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Building — Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St. — Exbrook 2-5672

For sale, practically new Gates model 30-A console. Complete with power supply. Price, $500.00. Box 282, BROADCASTING.

Half interest in going recording studio. Investors must take over and operate studios and have had experience either in radio or in recording. This is an ideal two or three man operation assuring income of $100.00 per week for each of 3 investors after all expenses. This is an exceptional opportunity for G. I.'s who are interested in getting into the recording business. Studios are fully equipped and have been in operation for many years. Located in mid-Atlantic states there are many opportunities for promotional recordings with schools and colleges which have not as yet been touched. Write or wire Box 285, BROADCASTING.

For sale—Stock control in 250 watt station in wealthy market of 250,000 pop. less than 50 miles from New York. For further particulars write Box 336, BROADCASTING.

Like new 12-inch Western Electric 728-B speaker, Shure 556-A mike, RCA Jr. Velocity mike, priced for quick sale. Box 340, BROADCASTING.

For sale—One 350 foot heavy Wincharger tower, new and complete, never taken from factory. Current market price $5,500.00. Make reasonable offer. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

RCA console, type 76B1 complete with power supply. Excellent condition. Numa Fabre, Jr., WAJR, Morgantown, W. Va.

RCA portable turntable, type MI-12800-B, like new, $200.00. 205 pound coil (approx. 6,560 ft.) #10 soft drawn bare copper wire, $75.00. WVJS, Owensboro, Kentucky.

For sale—Lehigh self-supporting tower 179', A-1 condition, lighting equipment included. Delivery last of June. Contact Daniel B. Trueblood, WGBR-WGBR-FM, Goldsboro, North Carolina.

Nonroyalty Audio Antique Music Box favorites. Six separate minute plays. $3. Custom Recordings, Box 1047, Hartford, Conn.

Two 200 ft. Ideco and one 155 ft. Blaw-Knox square tapered insulated towers. Excellent FM antenna supports. Available about June 15. Make offer. Contact KLO, Ogden, Utah.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—One Western Electric 1 kw transmitter #D-96020, one Western Electric 5 kw linear amplifier #D-97712. Complete with power supplies. Reasonable if taken at once. Contact Robert J. Dean at Radio Station KOTA, Rapid City, South Dakota.

BONDING COPPER

In Stock for Immediate Shipment.
Send for Our Price List Today.

J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For Sale (Cont'd)

For sale—Truscon 435 foot self-supporting tower sectionalized 168 feet from top. Narrow base—15 foot, 10½ inch triangle. Two spare insulators. $9,500 value for $7,000. Will support 8 section WE Cloverleaf FM antenna with overall height of 325 feet. Wire or phone Mark Bullock, Chief Engineer, Radio Station KFAB, Lincoln, Nebraska.

Slightly used Brush model BK 401 tape recorder. Excellent condition. $190.00. Box 365, BROADCASTING.

2 Audax model D-39-H 500 ohm reproducers. 1 Gates model 28CO limiting amplifier. Chokes .6/3 Henrys, 2 ohms, 3/.5 amps, 10,000 volts, 1-250 watt transmitter, FCC approved, available shortly. Above items new or used for short time only. Reply Box 353, BROADCASTING.

Active or silent participation in CP. 250 watt AM fulltime. Three station Rocky Mountain city. Principals only. Speed essential, detail reply, bank references. Wire, write Box 374, BROADCASTING.

FOR SALE

One 325 ft. Blaw-Knox type CK vertical tower, complete with CAA lighting and base insulators with antenna tuning unit. Excellent condition. Detailed information furnished on request. Call or write Chief Engineer, WFIL, Philadelphia, Pa.

TIMER CLOCK . . .

Awaken to Music!

These 72-hour brass clock movements will turn on and off radios, signs, burglar alarms, or any electric appliance. The 24-hour dial 2" in diameter, can be set for any interval either on or off, from 1 to 23 hours in ½-hour steps. The switch in this clock is a standard 3-ampere 125-volt toggle type and may be turned on or off at any time without disturbing the dial setting. Cased in 3" plywood tube 3½" long. Treated to resist fungus.

ONLY

$1.98

Postpaid

Send cash, check, or money order to

Clocks, Box 119, Topeka, Kan.

Wanted to Buy

Experienced broadcasters desire to buy station or CP in Texas, New Mexico, Colorado, Oklahoma, Louisiana, Arkansas, or Florida. Can pay cash. Box 262, BROADCASTING.

Wanted to buy a small station or CP anywhere in U. S. Prefer west or southwest, but will consider any location. Box 263, BROADCASTING.

C. P.—Substantial interest for cash. Or operating station on equitable terms. Promptest action. Details first letter. Box 295, BROADCASTING.

Wanted to buy. Good condition, used or new transcription turntables, transcription pick-ups with filters, pre-amplifier and power supplies. Also, small single mike studio console and VU meters. Box 350, BROADCASTING.

1 kw transmitter, 200 foot tower, used console, used AM frequency monitor, used AM modulation monitor. J. S. Booth, Box 369, Chambersburg, Penna.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

VIDEO ADVERTISERS IN FEBRUARY—PART A

(Part B Will Appear May 10 Issue)

(Continued from page 10)

Advertiser	Product	Program Title	Station(s)	Program Type	Studio Local Remote or Film	Net	Day & Time	Agency
Bettar Ice Cream	Ice Cream	.....	WMAR-TV	Ann.	..	..	.....	
Nick Bloom	.....	.....	WMAR-TV	Ann.	F	L	One a week	
Jay Bucknell‡	Shirts	Doorway to Fame	WABD	Variety	S	L	Mon. 7-7:30 p.m.	
Brentwood Sportswear	Sportswear	Weather Forecast	WNBT	Ann.	F	L	1 per week	J. R. Kupsick Adv.
			WRGB, WPTZ					
Bartel's	Electric Appliances	Let's Pop the Question	WFIL-TV	Quiz	S	L	Sun. 8:30-9 p.m.	Ed Schapiro
Barr's Jewelers	Jewelry	Time Signals	WPTZ	Ann.	S	L	Monday evening	Edward Prager
Barbey's Inc.	Sunshine Beer	Sportsmen's Show	WPTZ	Sports	S	L	Fri. 8:55-9:10 p.m.	Gray & Rogers
Broadway House of Music	Radios	Basketball	WTMJ-TV	Sports	R	L	Fri. 8-9:30 p.m.	Cramer-Krasselt
Boston Store	Dept. Store	Life at the Boston Store	WTMJ-TV	.....	S	L	Sun. 8:45-9:05 p.m.	Mark, Mautner & Berman
L. S. Briggs	Meats	.....	WNBW	Ann.	F	L	W, F, Sun.	Courtland D. Ferguson Inc.
James S. Beattie	Adv. Agency	.....	WNBW	Ann.	F	L	Fri. 11 p. m.	James S. Beattie
Century Show Repair	.....	.....	WMAR-TV	Ann.	F	L	One a week	
Chevrolet Dealers	Autos	Winter Olympics	KTLA, WABD WTTG, KSD-TV, WFIL-TV	Sports	F	L	15-20 min. for 10 days	Campbell-Ewald Co.
Cresta Blanca Wine Co.	Wine	.....	KTLA, WBKB WMAR-TV	Ann.	F	L	.....	Biow Co.
Columbia Wholesalers	Philco Appliances	Philco Playhouse	WMAL-TV	Dramatic	F	L	Tue. 9-10 p.m.	Kal, Ehrlich & Merrick
			WMAL-TV, WNBW	Ann.	F	L	Thu., Sun. 8-9 p.m.	Kal, Ehrlich & Merrick
Capital Typewriter Co.	.....	.....	WTTG	Ann.	S	L	Wed., Sat.	James S. Beattie
Commonwealth Edison Co.	Utility	Jane Foster Comes to Call	WBKB	.....	R	L	Tue. 3-3:30 p.m.	J. R. Pershall Co.
Chevrolet Div. of General Motors	Autos	Telenews	WBKB	News	F	L	Sun. 8-8:20 p.m.	Campbell-Ewald Co.
Consolidated Gas, Electric & Power Co.	Utility	How Well Do You Know Baltimore?	WWJ-TV, WABD WMAR-TV	Educational	S	L	.....	
Calvert Hats	Hats	.....	WMAR-TV	Ann.	F	L	.....	
Charlie's Radio Service	.....	.....	WMAR-TV	Ann.	F	L	.....	
Carl Co.	.....	.....	WRGB	Ann.	S	L	.....	Direct
Chex Candy Co.	Candy	Weather Forecast	WPTZ	Ann.	S	L	Mon. Eve.	Solis S. Cantor
Century Shoe Repair	.....	.....	WMAR-TV	Ann.	F	L	.....	
D'Orsay Jewelers	Jewelry	.....	KTLA	Ann.	..	..	.....	
Allen B. DuMont Labs.	TV sets	.....	WTTG	Ann.	S	L	Daily	Direct
Dad's Root Beer Co.	Beverage	.....	WBKB	Ann.	F	L	Tue., Fri., Sat.	Malcolm-Howard
Dumont Marine Service	Boats	.....	WBKB	Ann.	S	L	Friday	Direct
DeMoss Motors	.....	.....	WMAR-TV	Ann.	F	L	.....	
Detroit Edison	Utility	News with Ted Grace	WWJ-TV	News	S	L	Wed., Fri. 8:45-9 p.m.	Campbell-Ewald Co.
Jay Day‡	Dresses	Birthday Party	WABD	Children's	S	L	Thur. 7-7:30 p.m.	Bermingham, Castleman & Pierce
Dushoff Distributing Co.	Tile Products	.....	WFIL-TV	Ann.	S	L	.....	Packard Adv. Co.
C. H. Davis Inc.	INS News	.....	WPTZ	News	F	L	Five 15-min. periods a week	Solis S. Cantor
Elgin National Watch Co.	Watches	Time Signals	KTLA	Ann.	F	L	.....	J. Walter Thompson Co.
			WCBS-TV, WPTZ, WBKB, WNBT					
Emergency Radio & Appliance	TV sets	Hockey	WBKB	Sports	R	L	Wed., Sun. 8:30-11 p.m.	Direct
Ennis Motors	Autos	The Sportsman	WTMJ-TV	Sports	S	L	Sun., 8:30-8:45 p.m.	Direct
Ford Motor Co.	Autos	Wrestling, Boxing	KTLA	Sports	R	L	Mon., Wed. 8:30-11 p.m.	J. Walter Thompson Co.
		Wrestling	WWJ-TV	Sports	R	L	Mon. 8:20-11 p.m.	
		Track, Basketball, etc.	WCBS-TV	Sports	R	L	Various events from Madison Square Garden	
Flash Electric Co.	.....	.....	KTLA	Ann.	..	..	.....	
Fashion Shop	Clothing	.....	WMAL-TV	Ann.	F	L	One per week	Joseph Katz Co.
Fair Store	Dt. Store	Telechats	WBKB	News	S, F	L	Fri. 8-8:15 p.m.	Ivan Hill Inc.
Fox Adv. Co.	.....	.....	WMAR-TV	Ann.	..	..	.....	
Free State Brewing Co.	.....	.....	WMAR-TV	Ann.	..	..	.....	
Frost Motors	.....	.....	WMAR-TV	Ann.	..	..	.....	
Fischer Baking Co.	Bread, Cake	Small Fry	WABD	Children's	S, F	L	Thu. 6:15-6:45 p.m.	Scheck Adv. Agency
F. W. Fitch Co.	Shampoo	.....	WABD	Ann.	F	L	Sat. Evening	L. W. Ramsey Adv.
Food Fair	Supermarket Time Signal	Meet Your Neighbor	WFIL-TV	Interview	R, F	L	Feb. 4 (one-time)	Ed Schapiro
		.....	WFIL-TV	Ann.	F	L	.....	Ed Schapiro
Fulker Motors	.....	.....	WMAR-TV	Ann.	F	L	One a week	
General Electric Supply Corp.	Appliances	Pantomime Quiz	KTLA	Quiz	S	L	Sun. 8-8:30 p.m.	
Gough Industries	Philco Distributors	Uncle Phil	KTLA	Children's	S	L	Mon.-Sat. 7-7:10 p.m.	
		Adventure Serial	KTLA	Children's	F	L	Mon.-Sat. 7:10-7:30 p.m.	
		Circle C Ranch	KTLA	Children's	S	L	Mon. 7:30-8 p.m.	
		Barry Wood Show	KTLA	Variety	S	L	Wed. 7:30-8 p.m.	
		Star Views	KTLA	Interview	S	L	Thur. 7:30-7:45 p.m.	
		Music Room	KTLA	Musical	S	L	Fri. 7:30-8 p.m.	
		All for Fun	KTLA	Aud. Part.	S	L	Sat. 7:30-8 p.m.	
General Petroleum Corp. of Cal.	Gas, Oil	Freedom Train Films	KTLA	News	F	L	Week of Feb. 23	
General Electric Supply Corp.	Appliances	Wrestling	WMAL-TV	Sports	R	L	Wed. 9-11 p.m.	M. Belmont Ver Standig
Globe Brewing Co.	Arrow Beer	Boxing	WMAL-TV	Sports	R	L	Mon. 9-11 p.m.	Joseph Katz Co.
George's Radio & Television	Radio sets	Did You Find It	WTTG	Aud. Part.	S	L	Mon. 8:30-9 p.m.	R. J. Enders
			WTTG	Ann.		L	Daily	
George's Radio & Television Co.	Philco sets	Learn to Dance	WNBW	Education	S	L	Fri., 8:45	Robert Enders
		Off the Record	WNBW	Variety	S	L	Fri., 8:45	Robert Enders
		NBC TV Newsreel	WNBW	News	F	L	Wed., 7:45	Robert Enders
		Feature Films	WNBW	Dramatic	F	L	Sun., 9:10	Robert Enders
			WNBW	Ann.	F	L	Five a week	Robert Enders
Gunther Brewing Co.	Beer	.....	WTTG	Ann.	R	L	Tue., Fri. During Hockey	Booth, Vickery & Schwinn
		Boxing	WMAR-TV	Sports	R	L	Weekly bouts	Booth, Vickery & Schwinn
		Telesport	WNBW	Sports	S	L	Fri. 11-	Booth, Vickery & Schwinn
Globe Brewing Co.	Arrow Beer	Boxing	WMAL-TV	Sports	R	L	Weekly bouts	Joseph Katz Co.
Grey Adv. Agency	.....	.....	WMAR-TV	Ann.	F	L	Twice-weekly spots	
General Electric Supply Corp.	Appliances	Boxing	WWJ-TV	Sports	R	L	Thu., 9-11 p.m.	Luckoff, Wayburn & Frankel
General Foods Corp.	Sanka Coffee	.....	WABD	Ann.	F	L	Daily Spots	Young & Rubicam
Gulf Oil Corp.	Gas, Oil	News	WCBS-TV	News	S, F	L	Thu. 8-8:15 p.m.	Young & Rubicam
General Foods Corp.	Various Products	Track, Hockey, Basketball, etc.	WCBS-TV	Sports	R	L	Madison Square Garden pickups	Benton & Bowles
General Foods Corp.	Jell-O, Salt	Author Meets the Critics	WNBT	Discussion	S	NBC	Sun., 8-8:30 p.m.	Young & Rubicam; Benton & Bowles
Gillette Safety Razor Corp.	Razors, Blades	Boxing	WNBT	Sports	R	NEC	Fri. 9:15 p.m. to conclusion	Maxon Inc.
			WRGB, WPTZ, WNBW					
Gulf Oil Co.	Gas, Oil	You Are An Artist	WNBT	Educational	S	NBC	Thu. 9-9:15 p.m.	Young & Rubicam
			WRGB, WPTZ					
Girard Chevrolet	Cars	.....	WFIL-TV	Ann.	F	L	Various Times	Ed Schapiro
Gimbel Bros.	Dept. Store	Handy Man	WPTZ	.....	S	L	Fri., 8:30-8:45 p.m.	Direct
Gretz Brewing Co.	Beer	Sports Scrapbook	WPTZ	Sports	..	L	Thu., 9:15-9:30 p.m.	Seberhagen, Inc.
Gettleman Brewing Co.	Beer	Wrestling	WTMJ-TV	Sports	R	L	Thu., 8:30-10:30 p.m.	Scott-Telander
Gettleman Brewing Co.	Beer	Sports Thrills	WTMJ-TV	Sports	F	L	Sat., pre-basketball	Scott-Telander
Gettleman Brewing Co.	Beer	.....	WTMJ-TV	Ann.	F	L	Sat., post-basketball	Scott-Telander
Gimbel Bros.	Dept. Store	Gimbels Views the News	WTMJ-TV	News	F	L	Sun., 8:15-8:30 p.m.	Direct
J. C. Harding & Co.	.....	.....	WTTG	Ann.	F	L	Mon., Wed.	Kal, Ehrlich & Merrick
Hudson Ross‡	Radio & TV ets	Junior Jamboree	WABD	Children's	..	L	Mon., Fri., 4-5 p.m.	Dade Epstein
Hotel Hermann	Hotel	.....	WMAR-TV	Ann.	F	L	.....	.....
The Hub	.....	.....	WMAR-TV	Ann.	F	L	.....	.....
Hecht Co.	Dept. Store	Fashion Story	WNBW	Variety	S	L	Fri., 8:30 p.m.	Harwood Martin
Hecht Co.	Dept. Store	.....	WNBW	Ann.	F	L	Sun., 9:30 p.m.	Harwood Martin
Hecht Bros.	.....	Baseball Preview	WMAR-TV	Sports	F	L	10-minute film	.....
Hauswald's Bakery	Bakery	Adventures in Breadlam	WMAR-TV	.....	F	L	10-minute film	.....
J. L. Hudson Co.	Dept. Store	Sketchbook	WWJ-TV	Variety	S	L	Wed. 8-8:15 p.m.	Wolfe, Jickling, Dow & Conkey
Hot 'N Kold Shops	Appliances	.....	WWJ-TV	Ann.	S	L	Five spots a week	Gabriel's Adv.
Hyde Park Breweries Assn.	Beer	Sports	KSD-TV	Sports	R	L	.....	Gardner Adv.
Hat Corp. of America	Knox Hats	Hockey	WCBS-TV	Sports	R	L	Various Madison Square Garden Events	Geyer, Newell & Ganger
Havens Electric Co.	.....	News	WRGB	News	S	L	Fri., 7:24-7:29 p.m.	Direct
Heinel Motors	Cars	Going Places	WFIL	Educational	F	L	Tue., 8-8:30 p.m.	Solis S. Cantor
Heinel Motors	Cars	Going Places	WPTZ	Educational	F	L	Sun. 7:30-8 p.m.	Solis S. Cantor
Ida's Dept. Store	.....	.....	WTTG	Ann.	F	L	Mon., Tue., Wed., Fri	I. T. Cohen Agency
Interstate Supply Co.	TV Sets	Junior Jamboree	KSD-TV	Children's	S	L	.....	Direct

XUM

BROADCAST CRITICAL OF TRUMAN PROTESTED

ADHERENTS of President Truman in Texas politics have protested the granting of free time to Gov. Beauford Jester for a speech over WBAP Fort Worth and the Lone Star Chain in which the governor sharply criticized Mr. Truman.

The Truman Democrats sent a telegram to the FCC saying they had demanded equal time to speak in favor of Mr. Truman, but had been offered time on a commercial basis only. FCC authorities said they would follow their usual practice of asking the stations involved for "their side" of the incident.

The pro-Truman forces are to get a half hour on Lone Star without cost, following the protest, it was learned last Friday.

Commenting on the telegram, Harold Hough, president of the Lone Star Chain, said in part:

"We carried the speech of Gov. Jester at the barbecue in Fort Worth. His was the only speech carried, and as he advocated the candidacy of no one, his address was carried as a public service, as is the case with most of the stations when the governor speaks.

WCAV Manager

JOE BROWN, former promotion manager of WGH Newport News, Va., took over as general manager of WCAV Norfolk, Va., April 23.

Mr. Brown

Mr. Brown has been in radio 20 years, and before that was in show business. He recently received a plaque from the Norfolk Salvation Army for his work with children in the area. At present he is special events director of the March of Dimes campaign. He will bring his *Helping Hand* and *Radio Gang* programs, formerly heard on WGH, to WCAV, station has announced.

RCA Catalog

NEW Broadcast Equipment Catalog is now available from RCA. It contains more than 250 pages with descriptive material photographs, application data and performance specifications covering complete line of AM, FM and television equipment manufactured by RCA. Price is $1.00.

EQUIPMENT WANTED

New 1 kw station in midwest expecting CP at early date. Need technical equipment, such as monitors, audio oscillator, R. F. meters, H.V. test equipment.

Write us what you have for sale and price. Will have opening for complete staff engineers and announcers.

BOX 318, BROADCASTING

NBC, 'Life' Plan Joint Coverage of Conventions

ANNOUNCEMENT that *Life* Magazine and NBC Television will collaborate in covering the national political conventions this summer was made Thursday by the network.

Kinescope film coverage of highlights is to be presented by *Life* on the nine NBC video stations not yet inter-connected with the East Coast network. The stations are KSD-TV St. Louis, WWJ-TV Detroit, WTMJ-TV Milwaukee, KSTP-TV St. Paul, WLWT Cincinnati, WBEN-TV Buffalo, KOB-TV Albuquerque, WTVT Toledo and KCPN Fort Worth.

Scheduled thus far are 15-minute interviews each day with leading Presidential candidates and convention delegates; 30-minute local events and pickups; 10-minute daily kinescope recording resumes, to be run prior to the evening's session; 20-minute kinescope recording resumes of previous day's sessions, and series of documentary motion pictures backgrounding both conventions.

U. S. CHAMBER FAVORS TIME QUESTION STUDY

CREATION of a special committee to study the problem of daylight saving time, with recommendations to be submitted, was favored at the 36th annual meeting of the U. S. Chamber of Commerce held last week in Washington. The Chamber adopted policy recommendations covering many phases of business and industrial life.

Among some two-score speakers, Dr. Alexander J. Stoddard, Philadelphia school superintendent, said "a society that invents . . . radio and television without stepping up its emphasis on a better understanding and appreciation of oratory, the drama, good music and the allied arts is 'riding to a fall.'"

Dr. Edwin G. Nourse, chairman, Council of Economic Advisers, said foreign aid and defense stimuli appear to have prevented a drop in business during 1948. He added that business prosperity might be well sustained for several years if the diplomatic and military situation permit.

Buffington Plans

IN VIEW of contemplated opening of West Coast offices of his radio and television production company in the fall, Al Buffington left Baltimore May 2 for trip to the Los Angeles-Hollywood area. Mr. Buffington also intends to offer several of his syndicated shows on the Coast and check a movie link for his television operations.

LOOK MAGAZINE April 27 issue carried three-page feature on "How Your Candidate Will Look on Television," with suggested pointers to speakers by John Royal, NBC vice president.

Upcoming

May 10-13: Radio Parts & Equipment Show, Stevens Hotel, Chicago.

May 15: Retiring NAB Board of Directors, Biltmore Hotel, Los Angeles.

May 17-18: NAB Management Conference, Biltmore Hotel, Los Angeles.

May 17-21: NAB Convention, Biltmore Hotel, Los Angeles.

May 19: New NAB Board of Directors meeting, Biltmore Hotel, Los Angeles.

May 20-21: NAB Engineering Conference, Biltmore Hotel, Los Angeles.

May 22: IRE North Atlantic Region Meeting, Hotel Continental, Cambridge, Mass.

June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.

Band Leader Dies After Executives Club Show

A FEW MINUTES after he and his clowning orchestra had finished an exhausting performance last Thursday for the Radio Executives Club of New York, Milt Britton, well-known band leader, collapsed and died of a heart attack.

Mr. Britton, who was 54, had led his orchestra through one of its typical performances, involving the breaking of furniture and instruments and the shooting of guns. As the group was packing its instruments, Mr. Britton was stricken.

He is survived by his wife, Mrs. Helen Britton, and two children, Myron, 6, and Helen, 4.

ENGINEERS PRACTICING BEFORE FCC ORGANIZE

A GROUP of consulting engineers practicing before the FCC formed an organization to be known as the Assn. of Federal Communications Consulting Engineers at a meeting April 28 in Washington. The group announced its objective is "to aid and promote the proper federal administration and regulation of the engineering and technical phases of radio communications."

C. M. Jansky Jr., acting as temporary chairman prior to formal adoption of constitution and by-laws, stated that while a lawyer before the FCC is an advocate for the client, the engineer's function is to present the engineering facts in the case under consideration. In the carrying out of his duties, said Mr. Jansky, the engineer has obligations and responsibilities not only to the client but also to the public.

To insure the maintenance of the high standards necessary to fulfill these responsibilities, an association of consulting engineers with a rigid code of ethics seems not only desirable but necessary, he added.

Officers elected for the coming year are: Mr. Jansky, president; Glen D. Gillett, vice president; A. D. Ring, secretary; George C. Davis, treasurer.

BORDER BATTLE

New Mexican Station Stirs Military

U. S. MILITARY authorities were reported last week to be concerned over Mexico's assignment of a 150-kw station on the new 540-kc broadcast frequency [BROADCASTING, April 26], for fear of interference to their own operations on lower adjacent channels.

A possibility that power limitations may have to be imposed on use of the channel—which has been authorized for inclusion in the AM band but whose exact use is to be determined by signatories of the North American Regional Broadcasting Agreement—also was foreseen, because of the adjacent-channel problem.

Broadcast operations on the frequency heretofore have been precluded for protection of services just below 540 kc—mostly government, including the military, and maritime mobile. Canada has used the channel with 50 kw for several years at CBK Watrous, Sask., under special arrangements guaranteeing protection to the U. S. services.

A reallocation of the frequencies between 415 and 535 kc is being made preparatory to AM use of the 540 channel.

Because of the sub-adjacent channel interference question, some communications experts felt it might be necessary to limit 540-kc operations to approximately the regional power class, at least when the frequency is used in the vicinity of installations in the 530-kc area.

Meanwhile, the U. S. protest against Mexico's assignment of a station on the channel was prepared and slated for prompt transmittal to the Mexican government. Extension of the AM band to include 540 kc was authorized by the International Telecommunications Conference last summer, but it was specified that the channel should not be used without agreement by the nations of Region Two, inludeing NARBA signatories. The use to which it would be put was to be decided at the forthcoming NARBA treaty conference.

With both Canada and Mexico operating on the frequency and claiming 1-A status for it, any substantial use by U. S. broadcasters could be effectively blocked. The Mexican assignment is at San Luis Potosi, about 350 miles south of the U. S. border, and the station is slated to begin operations about Dec. 1.

Midland Broadcasting Co. (KMBC Kansas City) long sought 540 kc for its outlet near Concordia, Kans. (KFRM), and presumably is still interested. KFRM is on 550 kc.

At Deadline ...

NEW AM GRANTS ANNOUNCED BY FCC

CONSTRUCTION PERMITS granted by FCC Friday for 10 daytime and three fulltime standard stations. One of latter was reinstatement. Changes of facilities awarded KVLF Alpine, Tex., and KIMA Yakima, Wash.; WSLA Hammond, La., deletion approved. New station grants:

HATTIESBURG, MISS.—Hub City Broadcasting Co., 1220 kc, 250 w, day. Claremont, N. H.—Granite State Broadcasting Co. Inc., 1230 kc, 250 w, unlimited. Granite is licensee WKBR Manchester. Kingman, Ariz.—J. James Glancy, 1230 kc, 250 w, unlimited. Grantee publisher Mohave County Miner 11 years. LANCASTER, Ohio—Hocking Valley Broadcasting Corp., 1320 kc, 500 w, daytime. Curco, Tex.— A. M. Respondek, radio engineer, 1600 kc, 500 w, day. Camden, S. C.—Haygood S. Bowden, 1590 kc, 1 kw, day. PIKESVILLE, KY.——Cumberland Pub. Co., 900 kc, 1 kw, day. JACKSON, TENN.—Dixie Broadcasting Co., 1310 kc, 1 kw, day. MUSKEGON, MICH.—N-K Broadcasting Co., 1600 kc, 1 kw, day. ROGERS CITY, MICH. —Rogers City Broadcasting Co., 960 kc, 1 kw, day. SHAWANE, WIS.—The Shawane County Leader Pub. Co., 960 kc, 1 kw, day. DENISON, TEX.—Grayson Broadcasting Corp., 1220 kc, 1 kw, day, on condition that Burton V. Hammond Jr., president and 52% owner sever association as manager of KRRV Sherman, Tex. FAYETTVILLE, TENN.—Elk River Broadcasters (WEKR), 1240 kc, 250 w, unlimited (reinstatement).

Facilities changes: granted: KVLF Alpine, Tex., from 1490 kc to 1240 kc. with 250 w fulltime; KIMA Yakima, Wash., from 500 w to 1 kw on 1460 kc, unlimited.

WSLA Hammond, La., owned by Hammond Broadcasting Co., granted request to delete records relative to construction permit for 1110 kc, 250 w, day and authorization cancelled. Granted January 1947. Hammond Broadcasting composed of Frederick and Edna LeMieux.

FCC ACTS ON PETITIONS

FCC ORDERS announced Friday which (1) denied WMEX Boston's petition against procedure followed in calling up WMEX renewal application for hearing; (2) denied petition of Mansfield and Lorain Journal companies (of Mansfield and Lorain, Ohio, respectively) for continuance of Tuesday's (May 4) oral argument on AM and FM applications pending outcome of court appeal on FM case; (3) ordered further hearing starting today (Monday) on 1200-1230 kc applications of WHLD Niagara Falls, Erie Broadcasting, of Buffalo, and Concord Broadcasting, Niagara Falls; (4) denied petition of Surety Broadcasting Co. (WIS Columbia, S. C.) asking that its application for new station at Charlotte, N. C., on 930 kc be returned to hearing status and given prompt consideration or hearing.

CHICAGO NEWS SERVICE

COMMUNITY NEWS SERVICE, which is making strong bid to provide Chicago radio stations with extensive coverage of local news events will furnish service to WIND, Johnson-Kennedy station, owned partly by *Chicago Daily News* beginning May 15. CNS expects to announce signing of three additional stations by weekend and seven in all by May. WBBM already has indicated interest. Service offered on "trial basis."

NEW RADIO PARTS FIRM

FORMATION of Davis Electronics Corp., Hempstead, L. I., N. Y., announced last week by Ben Lehman, former vice president and general manager, Radio Wire Television Inc., and Hy Davis, former purchasing agent, Radio Wire. Newly-formed company will handle complete line of radio parts, and public address and television equipment.

PORTLAND, ORE., TV GRANT; HEARING DATES SET

GRANT to Video Broadcasting Co. for new television station at Portland, Ore., announced Friday by FCC, which also designated 24 TV applications for hearings in seven communities where applicants outnumber channels. Portland station assigned Channel 3 (60-66 mc) with 15.5 kw visual and 9 kw aural powers, antenna height 865 feet.

Video Broadcasting also has application for San Jose, Calif., anticipates ultimate West Coast TV network [BROADCASTING, Feb. 23].

Applications designated for hearing were:

San Jose, Calif.—Video Broadcasting, Radio Diablo, FM Radio and Television Corp.

New Orleans—Mississippi Valley Broadcasting, WWL, New Orleans Television Co.

Richmond, Va.——WRNL, WRVA, WLEE, WRMV-FM.

Madison, Wis.—WIBA, Radio Wisconsin (AM permittee).

Flint, Mich.—Advertisers Press, WBBC.

Milwaukee——WFOX, WISN, Kapital Broadcasting Co., WEXT.

Albany-Troy, N. Y.—WROW, WABY, WPTR, Van Curler Broadcasting Corp., Meredith Publishing Co., Albany; WTRY Troy.

'STERNER' FCC ATTITUDE HINTED IN FM TARDINESS

NEW WARNING that FM permittees must keep pushing construction of their stations was given Friday by FCC, which said requests for extension of completion dates are coming in at rate of 20 per week and hinted sterner attitude in future.

Replying to letter from FM Assn. Executive Director Bill Bailey, who had submitted FMA resolution asking for revocation of CP's which are not being prosecuted with diligence, Commission said to date no case has arisen where such action appeared justified.

EDUCATORS RADIO SESSION

NATIONAL University Extension Assn., which comprises more than 300 prominent educators throughout country, will devote 2½-hour session Monday (today) to symposium on effective use of radio in adult education during 33d annual convention in Chicago May 2-5. Participants, which include Waldo Abbott, director of broadcasting, U. of Michigan, and Kenneth Bartlett, Syracuse U. dean, are members of NUEA Committee on Radio.

BMI TV ACTION

BROADCAST MUSIC Inc. wooed network, transcription officials Friday in television pitch at luncheon in Waldorf-Astoria, New York. In making entire BMI catalogue available for video, licensing will be simplified to eliminate "complex and confusing vocabulary" now covering such usage, General Counsel Sidney Kaye said. BMI President Carl Haverlin predicted "differences in the ASCAP camp" soon would be "harmonized."

WJBW PLANS APPEAL

WJBW New Orleans definitely will appeal FCC's denial of its license renewal application if necessary, Maurice B. Gatlin, station's New Orleans counsel, said Friday (earlier story, page 50). Appeal would be taken to U. S. Court of Appeals for D. C. First step will be customary petition for rehearing by FCC.

MRS. THACKREY DENIES WARNER BROS. DEAL

REPORT that Warner Bros. has bought Dorothy Thackrey's West Coast radio properties (KLAC Los Angeles, KYA San Francisco, and Los Angeles TV grant) denied Friday by Mrs. Thackrey, co-publisher of *New York Post* and owner WLIB New York. She said report was "ridiculous" and contains "not a word of truth."

Warner Bros. spokesmen meanwhile indicated negotiations were in progress but without definite developments. One question film firm apparently hasn't decided is whether it wants all or part of Thackrey West Coast properties, for which total price reported'y would be in $1,000,000 range. Warners would have to re-sell KLAC or dispose of KFWB under FCC duopoly rule if it acquired Los Angeles station.

NETWORKS GIVEN AWARDS AT OHIO INSTITUTE

NETWORK AWARDS announced Friday at 12th American Exhibition of Educational Radio Programs at Ohio State U. Institute for Education by Radio as follows:

FIRST AWARD—CBS, public affairs, "Doorway to Life," CBS Documentary Unit Series; one time only, "The Friend & Peter Stuyvesant", "Son of Man"; general culture, "CBS is There;" agriculture, "The Garden Gate", CBC, childrens broadcasts, "Magic Adventures"; one time only, "Murder in the Cathedral", "The Case Against Cancer." NBC, religion, "The Eternal Light"; agriculture, "National Farm and Home Hour", Mutual, religious, "Family Theatre"; children programs, "Melody Theatre". ABC, religious, "Greatest Story Ever Told".

Special citations—CBS, "Howard K. Smith From London" and United Nations Network for Peace, "United Nations Today."

TIME FOR FILING notice of appearance extended by FCC Friday to May 6 in hearing set May 10 on proposed new classes of broadcaster operator licenses. Hearing ordered March 25 [BROADCASTING, March 29].

Closed Circuit

(Continued from page 4)

Charter Heslep, now director of *Congressional Quarterly.*

JOHNSON WAX Co., Racine, Wis., studying experimental budget for video, to start in '49, through its agency, Needham, Louis & Brorby.

MAJOR PERSONNEL shuffle taking place in information office of State Dept. under Asst. Secretary for Public Affairs George V. Allen. OIE, now headed by William Stone, will split into several groups. Ken Holland will head cultural end, Mr. Stone will resign and Lloyd Lehrbus will take over radio, film and press. Mr. Lehrbus is former colonel in Gen. MacArthur's staff and AP correspondent.

E. F. McDONALD JR., Zenith president, writing Zenith dealers expressing hope FCC will "promptly open up" high band TV above 400 mc so combination television-phonevision receivers will receive both bands and not be obsoleted rapidly.

FIRST "dutch treat" dinner meeting Thursday of Senate Interstate & Foreign Commerce Committee members and FCC called off because of lack of quorum. Only three Commissioners of seven and five Senators of 13 not otherwise occupied.

XUM

Now . . .

HIGHER TOWER GREATER POWER

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

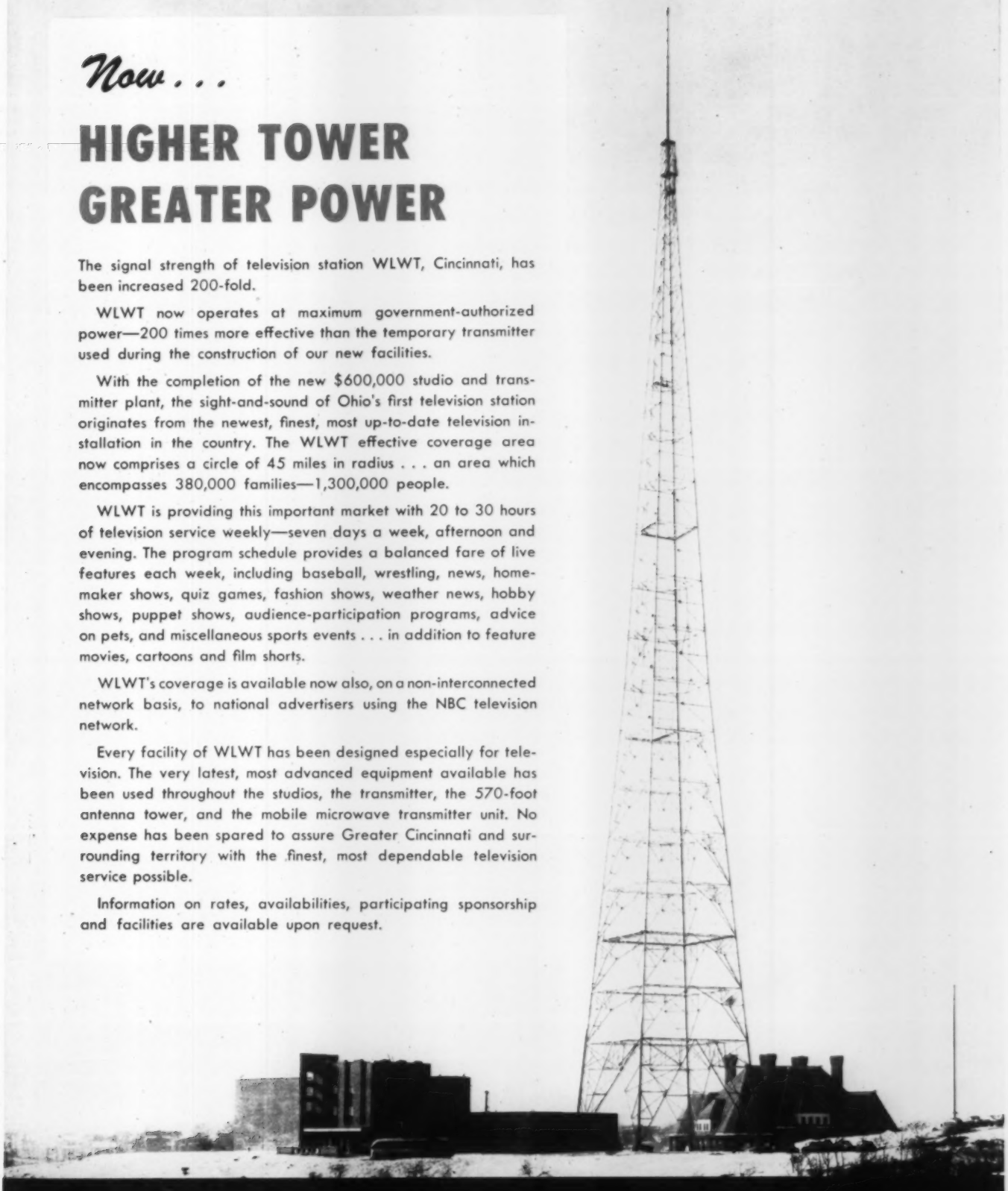
With the completion of the new $600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius . . . an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, homemaker shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events . . . in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.



WLWT
CINCINNATI

Crosley Broadcasting Corporation

TELEVISION SERVICE OF THE NATION'S STATION

TWO GREAT NEW PROGRAM IDEAS

"MUTUAL NEWSREEL"

Presenting the News—As It Happens—
By People Throughout the World To Whom It Happens

"FROM now on we want to hear the people who make the news do their own talking"—with this message wired and cabled to all Mutual stations and overseas correspondents, "Mutual Newsreel" got under way.

To bring this idea to life, "Mutual Newsreel" draws on the full news facilities of Mutual's 500 affiliates—uses on-the-scene reporters with mobile units, wire and tape recorders, special short-wave and line feeds. Plus Mutual's corps of 22 foreign correspondents trained in special techniques. Plus the facilities of international news and short-wave facilities.

"Mutual Newsreel" has been acclaimed by press and listeners.

Variety: "punchy, dramatic, authentic... real life vignettes."

Chicago Tribune: "the listener feels he was there when the news broke."

New York Times: "a true realization of radio's journalistic potential."

"Mutual Newsreel" is the only program which covers all the news 24 hours a day and presents it to the listener condensed and organized—for 15 minutes each night, Monday through Friday. Newsreel presents a complete picture of the news by the men and women who make the news.

Developed by A. A. Schechter, radio's leading News and Special Events executive, who has introduced more "firsts" in his field than any man, "Newsreel" will, we predict, become his biggest hit. Listen to the show tonight (in most cities it follows Gabriel Heatter)—watch it build in importance and rating. Build your business with it.

TYPICAL OF THE NAMES ON RECENT BROADCASTS:

Clement Atlee
Warren Austin
Bernard Baruch
Sen. Styles Bridges
Gen. Omar Bradley
Archbishop of Canterbury
Winston Churchill
Att. Gen. Clark
Sir Stafford Cripps
Dwight Eisenhower
Sen. Homer Ferguson
Henry Ford, II
Mohandas K. Gandhi
George VI
Andrei Gromyko
Herbert Hoover
Bob Hope
Rep. Leo Isacson
John L. Lewis
Joe Louis
Secretary Marshall
Jan Masaryk
Pope Pius XII
Mrs. Eleanor Roosevelt
Robert A. Taft
Henry Wallace
Queen Wilhelmina

"Opinion-Aire"

"Radio's Court of Public Opinion"

A few of the nation's top personalities presented in recent weeks by "Opinion-Aire".

Senators Taft, O'Mahoney, Ball, Johnson, Flanders, Baldwin. Also top industrialists, educators, labor leaders—in fact, outstanding figures in all fields of endeavor.

"OPINION-AIRE" transforms studio into court-room, is filled with suspense, places "on trial" a new major issue each week. Prosecutor and defense counsel are top rank newsmen; witnesses are outstanding people in our national life. And they battle it out.

In addition and no other forum has this feature—"Opinion-Aire" gets the listener to express his opinion—by telephone and written ballot... and the results are announced over the air. The show pulls thousands of letters each week—record being 14,000.

Called "the brightest new idea in airing controversial opinion. In fact, it's the only new idea to come along." (John Crosby) and described as "a dynamic format" (Variety) "Opinion-Aire" is another of Mutual's great new program innovations.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

XUM